**Analysis of Kick Starter Successes**

Data comes from database of Kick Starter campaigns. The data ranges from 5/2009 to 3/2017 and contains 3,859 records. The analysis is performed in Excel.

Initially this data set was 4,115 records long. I decided to drop all the records that exceeded their goal by more than 100%. This was for the sake of creating a visualization that conditionally colored the cells according to the percent contributed of their stated goal. The total number of dropped records is 256, only 6.2% of the total data and 6.6% of the used data.

From the brief view of the data it’s clear that campaigns in the “Theatre” category did best, with that category being dominated by the sub-category for “Plays”.



Analysis of the successes according to their launch dates shows a bit of a double peak, with the most prominent peak rising in late spring and plateauing to mid summer before plummeting to near the annual low by late summer. My guess is that this relates to student age ‘kickstarters’ completing their school year and, seeing a full summer ahead of them, decide to invest their newly abundant time on their dream project. The trend quickly fizzles out as the threat of a return to normal class schedule looms on the horizon, and the number of Kickstart launches rapidly declines.

Further analysis offers more compelling trends. When “success” and “failed” are compared against each other, it looks almost like a direct inverse proportion relates the two lines. The percent of success declines continuously from it’s maximum of 65% at goals set under $1000 down to under 50% as the goal size rises above $5,000. The limit of the graph is all campaigns $50,000 and over lumped together, where the success rate is barely 30%.

Future analysis will try other methods for improving visualizations.