Kickstarter Campaign Analysis

Devin Stern 2/28/19

**Introduction**

Kickstarter is an internet based crowd-funding platform founded in 2009. Anyone can define a project to be funded through a Kickstarter campaign. Donors pledge money to the projects they want to support. Kickstarter uses an all-or-nothing funding approach, which means if the campaign does not reach its goal, donors will not be charged for the money they pledge.

**Problem Statement**

Companies and individuals looking to use Kickstarter for new projects would like to increase their likelihood of running a successful campaign. According to the information provided by Trilogy, over 300,000 projects have been launched in Kickstarter and only 1/3 of them were fully funded and actually paid out.

**Goal of Analysis**

We’d like to better understand whether or not several Kickstarter campaign attributes are associated with funding success so they can be applied to future campaigns.

**Parameters**

We define *success* as a campaign that has met or exceeded its fundraising goal. We define *attributes* as unique characteristics of a campaign listed in this dataset.

For this analysis exercise, we focused on the following attributes: *Project Category, Project Subcategory,* and *Project Launch date.*

**Limitations**

* Campaign Attributes. There are many attributes that could contribute to the success of a Kickstarter campaign that are not represented in this data set, nor were the focus of this exercise, including donor incentives.
* Sample Size. We’re analyzing data on 4000 out of the over 300,000 campaigns initiated, which comes out to about 1% of campaigns.
* Donor Demographics. We do not have information on donor demographics, which may also contribute to the success of a Kickstarter campaign (Are donors family members? Are they a specific age? Do they live in specific areas?)

**Findings**

Most Popular Campaign Category: Theater

Most Popular Campaign Subcategory: Plays

Most Successful Campaign Category: Music

Campaign Subcategories that were 100% Successful: Rock, Documentary, Hardware, Tabletop Games, Shorts, Television, Nonfiction, Classical Music, Pop, Radio & Podcasts, Metal.

Created Month with Highest Campaign Success (all years): May (61% were successful)

Created Month with Lowest Campaign Success (all years): December (44% were successful)

**Conclusions**

We can conclude/suggest the following based on the findings above:

1. More campaigns started in May were successful than any other month. Companies might want to try initiating campaigns in late spring.
2. Music projects are the most successfully funded projects, particularly those in classical, pop, rock, metal, and radio & podcasts.
3. We may recommend avoiding projects in gaming and certain book genres - Subcategories video games, animation, translations, fiction, jazz, mobile games, children’s books, nature, gadgets, people, places, restaurants all failed at 100%.

**Other Analysis**

There are many other attributes in this data we could analyze. Here are a few:

1. Average donor contribution and goal amount set – this could tell us how many donors, on average, we’d need to successfully fund a campaign at a certain dollar value
2. Geographical trends – which projects are more popular or successful by country
3. Seasonal trends by geographical location -we could analyze whether warmer weather in each hemisphere influences campaign success

Etc!