

KICKSTARTER CAMPAIGN ANALYSIS

"Mission is to bring creative projects to life."



Individuals who have creative ideas and/or projects can seek financial backings through this funding platform.

COUNTRIES:

United States
United Kingdom
New Zealand
The Netherlands
Denmark
Ireland
Norway
Sweden
Germany
Canada

France
Spain
Italy
Austria
Belgium
Switzerland
Luxemborg
Hong Kong
Singapore
Mexico

Top 3 Countries

United States
Great Britain
Canada

Most Successful Categories

Theater
Music
Film & Video

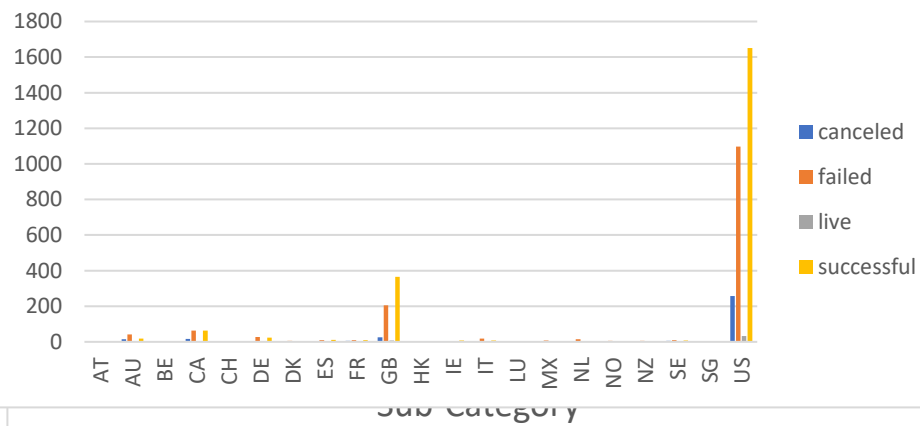
Most Successful Sub-Categories

Plays
Rock
Documentary

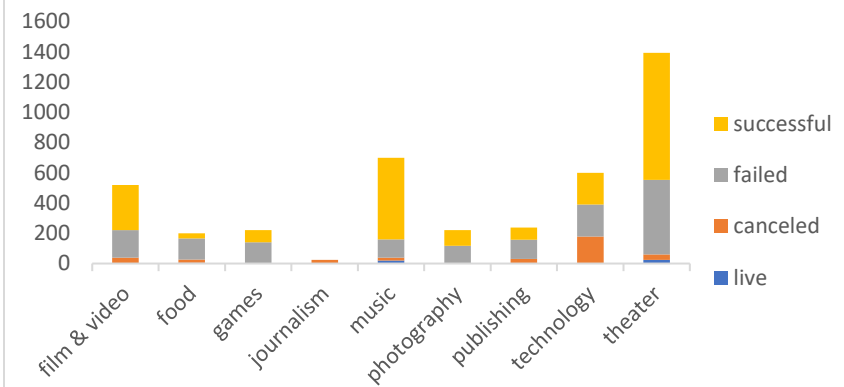
Most Successful Months

May
June
February

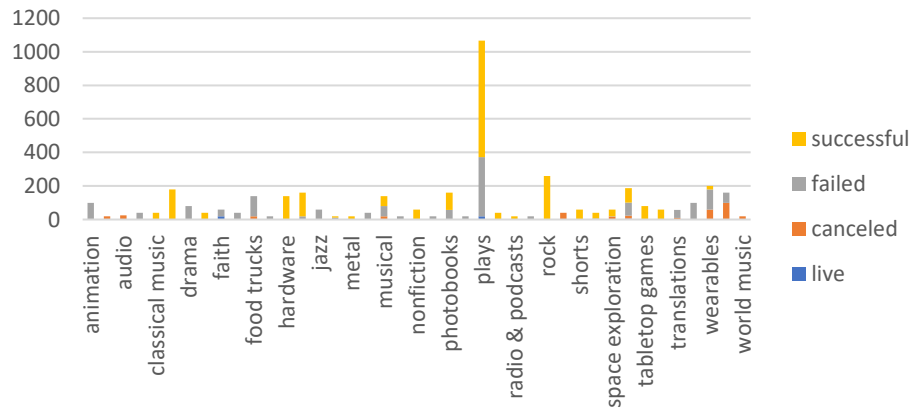
Successful Countries



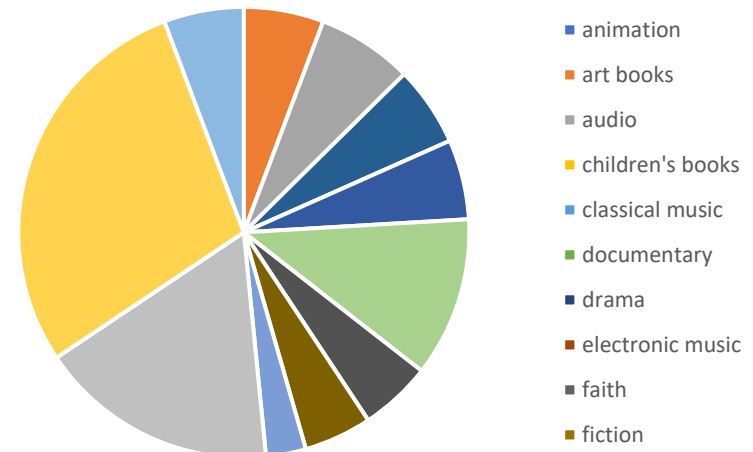
Outcome by Category

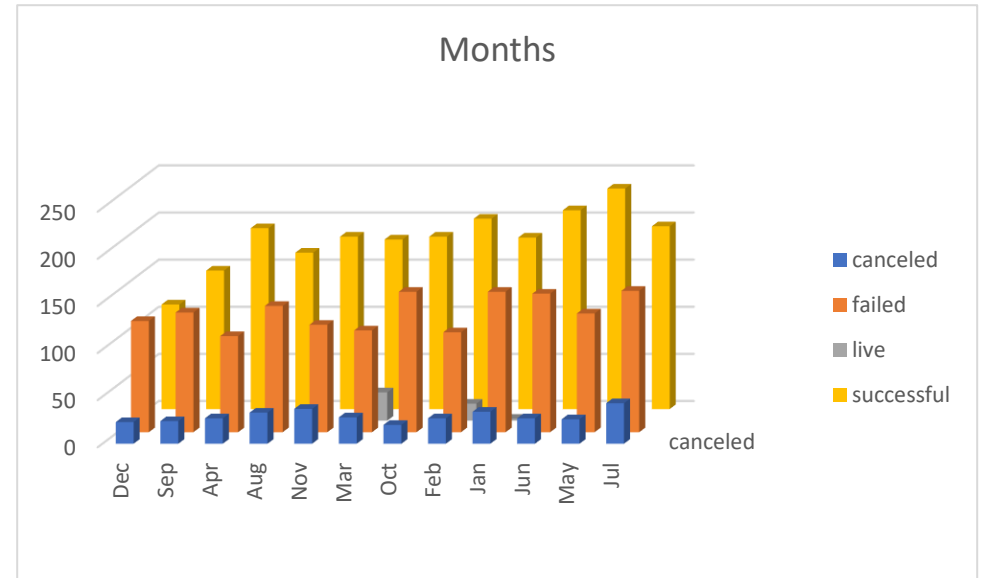
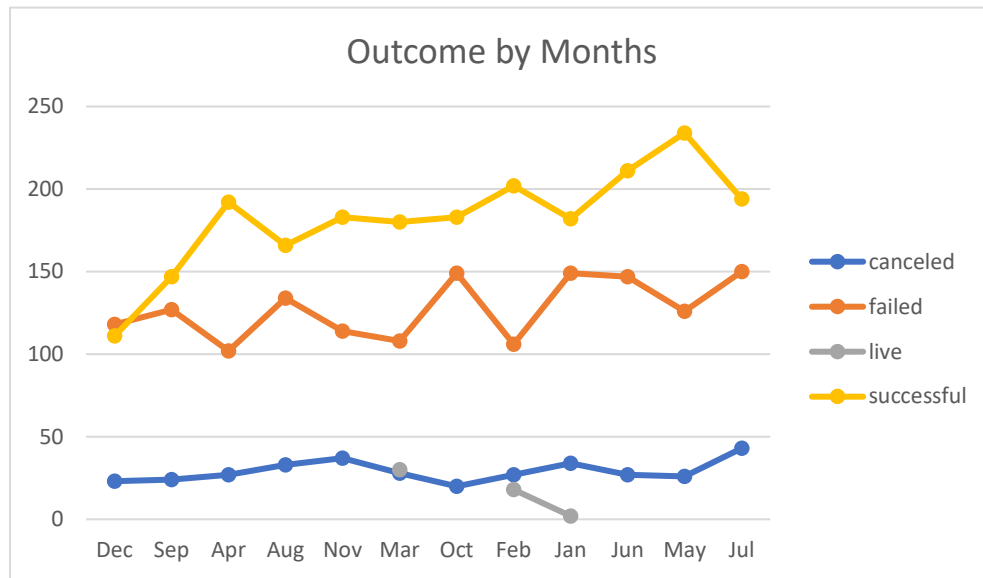


Sub-Category



Sub-category Chart





Analysis:

- This dataset indicates May and June are best time to launch projects.
- The most successful categories are theater, music, and film and video.
- The United States followed by Great Britain, and Canada are the most successful countries. This is partly due to the large number of backers and their pledges.
- In this dataset, journalism is the least successful category; it does not have the number of backers as the other projects.

Limitations:

- This dataset does not provide the demographics.
- The dataset does not tell us who the backers are, i.e, an individual or a company.