Kickstarter Project Analysis: Outcomes by Category & Goals

Introduction. Kickstarter is a non-equity based global crowdfunding platform launched in 2009 to seek direct public investment in creative projects. To date nearly $2 billion has been pledged to support over 250K diverse projects ranging from theater to technology.[[1]](#footnote-1) A sample data set of 4,114 Kickstarter projects were evaluated to determine if any trends could be identified that lead to successful project funding.

A brief discussion of the analysis is provided, as well as an evaluation of key questions provided for consideration. Final observations are provided in the conclusion.

Data Analysis.

The sample data were evaluated based on country of campaign, category/subcategory of project, date of campaign commencement, and campaign funding goal. The data analysis is provided in the associated workbook.

*Analysis Questions:*

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| 1) What are three conclusions about Kickstarter campaigns from the provided data?  2) What are some of the limitations of this dataset?  3) What are some other possible tables/graphs that we could create? |

1. Three conclusions based on the data provided:
   1. Approximately 74% of all Kickstarter campaigns originate in the U.S.
   2. Theater projects make up the largest proportion of campaigns, with 34% of the total sample, but music campaigns have the highest funding goal success rate at 77%.
   3. Campaign funding success rate is highest (63%) for those projects with funding goals below $10,000, and the failure rate was highest (58%) for campaigns with funding goals greater than $45,000. Success and failure rates were closest (47%/45% respectively) for campaigns with funding goals between $15,000-$20,000.
2. Limitations of the data:
   1. This data sample of 4114 campaigns is approximately 1.4% of the complete data. Assuming the sample for each year was completely randomized and each year’s sampling was proportional to the total volume of campaigns, conclusions about the trends described above may be supportable.
   2. The data does not indicate if the campaigns are independent of each other or iterative campaigns with different goals, or if a cancelled / failed campaign was reinitiated multiple times.
3. Other potential tables/graphs to consider:
   1. Graphing the funding success rates and failure rates for the U.S. campaigns from 2014-present against the growth of the U.S. economy could describe a correlation.
   2. Graphing categories for cancellation reasons may provide additional insights.
   3. Exploring funding goal by category in a table and graph could provide additional insights into the success and failure rates that are not intuitive. For example, success rates for projects funded decreases steadily as funding goals increase, and correspondingly failure rates for funded projects increase. However, the trend reverses for projects whose goals are between $35,000-$45,000, possibly indicating something interesting at this funding inflection point for certain projects.
   4. Category success rates graphed over time from 2012-present could provide insights into whether donor pool tastes are consistent or dynamic.

Conclusion. An analysis of these data provides useful insights for anyone considering a Kickstarter campaign. Success rates by category, funding goals, and timing (don’t commence a campaign in December), are all factors for consideration. However, sample size and the limited number of influencing factors considered does not make this analysis comprehensive by any means.

1. <https://en.wikipedia.org/wiki/Kickstarter>, accessed August 22, 2018. [↑](#footnote-ref-1)