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SMU Data Analytics

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Homework #1

Kickstart My Chart Analysis

**Intro**

Millions of dollars are raised each year on the website Kickstarter. The site takes advantage of “crowdfunding” which allows people and companies alike to ask for funding from the general population. People can give money to projects they enjoy or want to see come to fruition. Each project has a set goal that it must meet in order to be funded. Projects often offer scaled incentives to attract support such as early access, exclusive merchandise and bonus content. The ventures fall under various categories and can raise a large amount of money but not all meet their goals. By compiling data from over four thousand KickStarter developments this report will discuss trends and analysis of the success and failures of a potential Kickstarter project.

**Findings and Analysis**

First the data was divided by category. Theater was the most frequent with 1393 projects, followed by music with 700 and technology with 600. Theatre projects were also often successful with 60% of projects meeting their goal. Film and video projects are successful 57% of the time. Music was the most successful with over 77% of projects receiving their full funding. It appears that certain categories have a strong chance of succeeding while others do not.

Second the data was divided by sub-category. Plays, which falls under theater was the largest sub-category with over 1066 projects of which 65% were successful. Many of the sub-categories of music were also successful such as indie rock, electronic, rock and classical music. However, all jazz and world music projects failed. Most sub-categories follow the trends of the parent category.

Finally, the data was observed on a month-to-month basis each year. The trends show that projects seem to have more potential for success in the late spring and summer months. Projects that fail are typically less than those successful though both often follow a similar trend. Canceled projects are largely consistent and the numbers are much lower than the success and failure projects.

**Limitations and Future Work**

This report was limited by the scope of the data. It only contained 4000 entries while Kickstarter has hosted hundreds of thousands of campaigns on its site. The data did not include any specific information who is backing these Kickstart projects. That data could reveal more about why certain projects are successful based on location, culture and financial backing.

Future analysis of the data could delve more into the message that campaigns present on the Kickstart website. This might reveal why certain projects in the same category fail and others find success. More specific backer information and analysis on how Kickstarter itself presents projects would also give a clearer picture.