Kickstarter Analysis

The data used for this analysis was collected between 2010 and 2017 and consisted of Kickstarter campaigns that were broken down by name, amount pledge, goal, outcome (success, fail, ect.), country, amount of time the campaign was live, average donation, category and subcategory, and percentage funded. The changing of UNIX time stamps into calendar dates was the only changes made to the data before the analysis was conducted.

An in-depth analysis was performed on the “theater” category as well as the “plays” subcategory. Findings show campaigns launched in Q2 of the fiscal year, for these categories, have the highest chance of reaching the campaign goal. The data also confirms that the higher the goal for a campaign is set the more likely it is to fail.