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Kickstarter Dataset (2009-2017)

Kickstarter Analysis

Looking through the data provided of the over 4,000 Kickstarter campaigns, one can begin to draw conclusions around the overall success of differing types of Kickstarters. For Instance, looking at the parent categories one can see that Theater has a commanding lead not only in number of campaigns but also in successful ones. There for, it can be derived that theater departments need crowd funding campaigns like Kickstarter to be successful. In addition, it is evident that people are also more willing to give to live entertainment, which can be seen through the success rate of both the theater and music parent categories. If one were to take a deeper dive into these two categories, it is shown that plays make up most of the campaigns inside the theater subcategory, with over 1,000, where as rock has the highest success rate of all subcategories of music. Another important factor when starting a crowd funding campaign is the inception date. From the data we can see that there is a higher rate of success from February to May than the average. Which could be caused by spending patterns of consumers over the years, and people being more generous to start-up companies during tax season and not as much during months like December.

Unfortunately, there are some limitations to this dataset. For instance, it could be beneficial to know the city or state of these start-up companies especially since live entertainment plays such a large role in the quantity of campaigns. If this data is presented, hot zones of start up activity can be shown, allowing for better marketing campaigns for Kickstarter in these areas and one might be able to better draw conclusions about why certain campaigns are more successful than others. In addition, there is no uniform currency so in the bonus when we are looking at goal ranges there could be some errors in our calculations because some campaigns are in British pounds while others in the US dollar.

With the data provided, one can distinguish between major regions such as US, EU, GB, etc. and with this information determine which region is more successful using a bar graph. As stated previously, this can be improved upon by adding a more defined location, such as state, providence, or city designations. With this information a hot zone map can be created allowing websites like Kickstarter to better advertise the use of crowd funded campaigns to more specific regions.