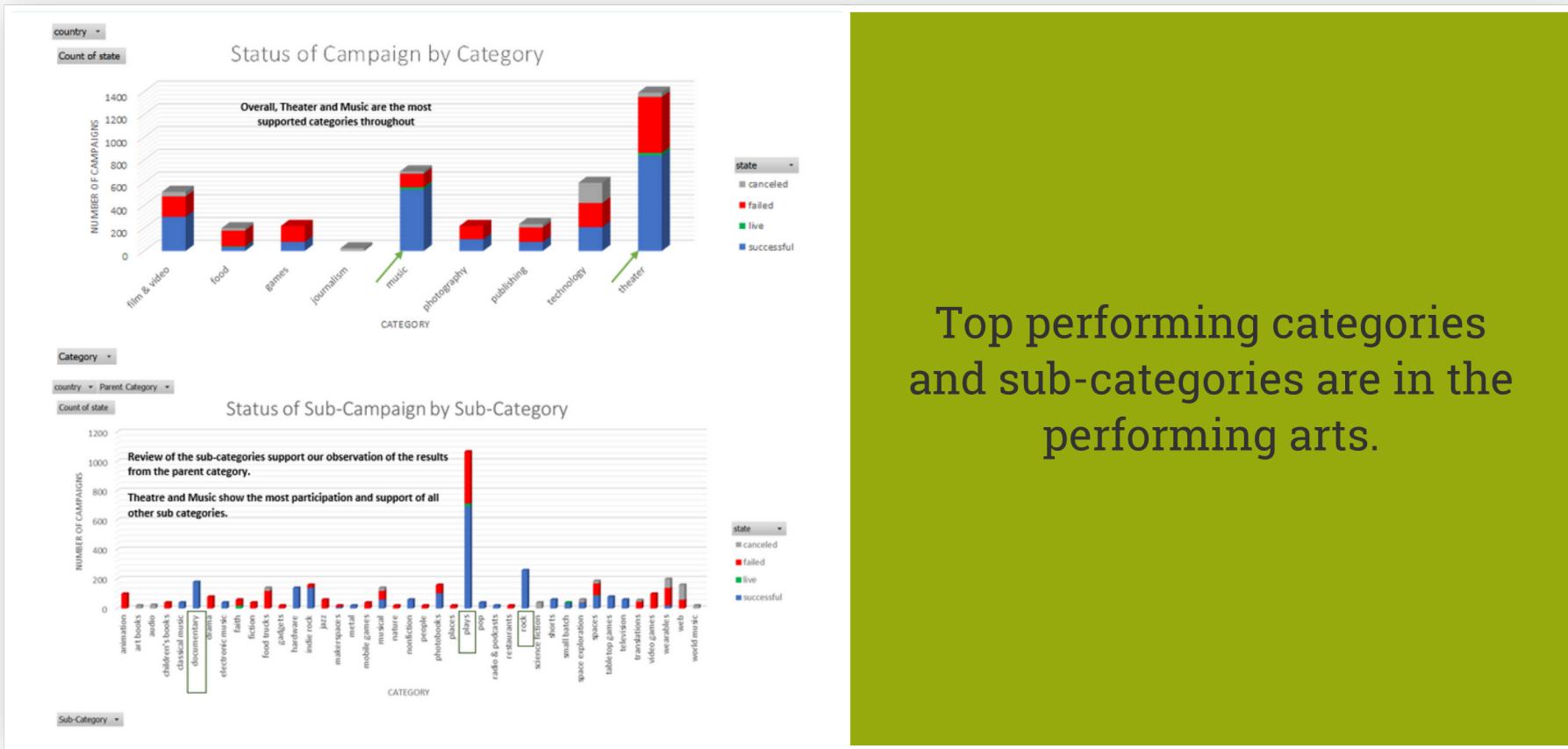


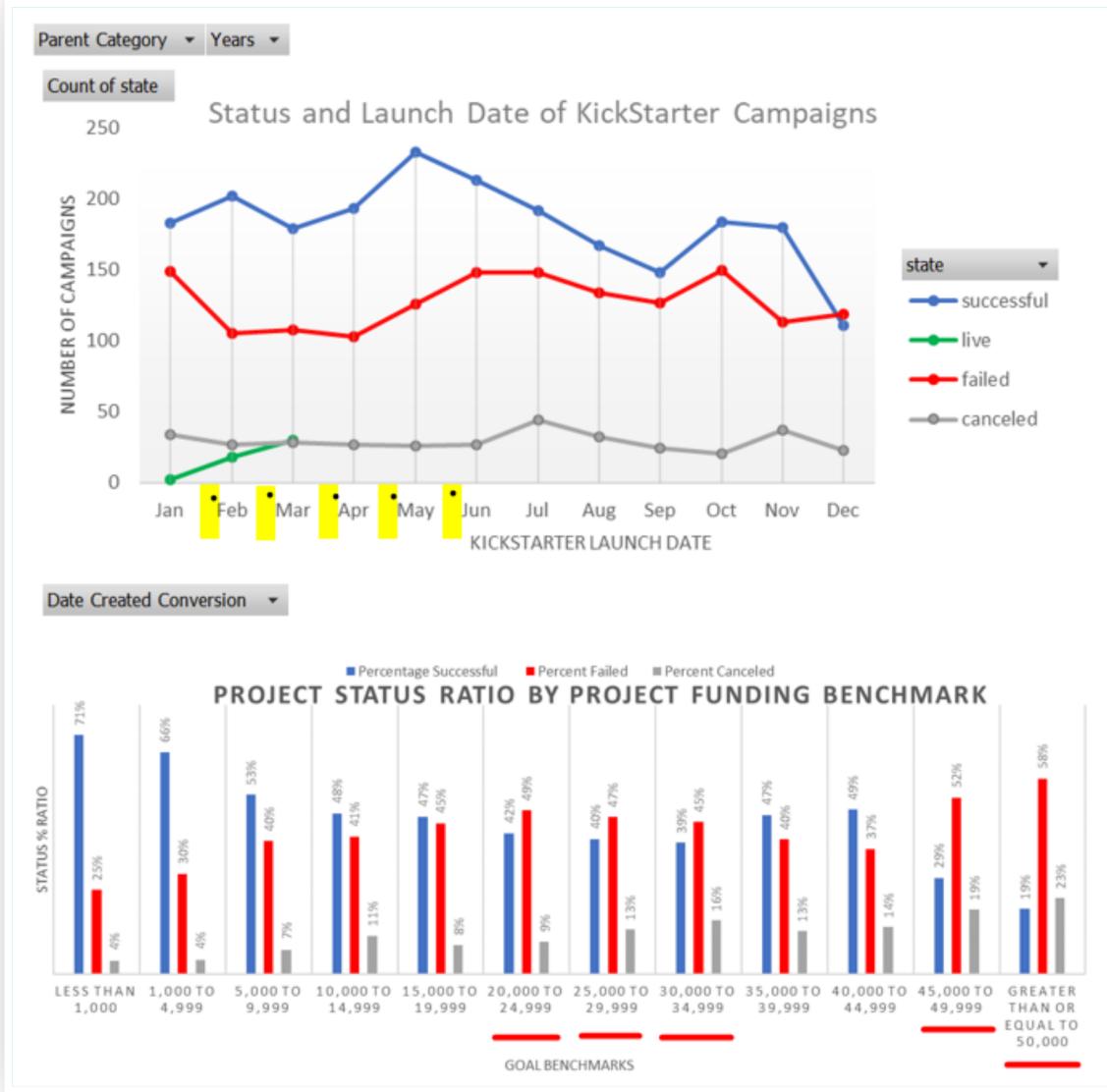
**KICK  
STARTER**

**Kick Start My Chart by Josefina Amaro**

# Charts Required (continues to next page)



Objective 1: Overall Review of Projects Status by Parent and Sub Category  
\*highlighted are a few of the successful projects\*



As noted in the line chart, "Status and Launch Date of KickStarter Campaigns", there is a higher level of campaign success from Feb. through June. However, these trends are high level and are not normalized by region or situation.

Lastly, the "Project Status Ratio by Project Funding Benchmark", suggest that there is a favorable project budget. Yet, due to the mixed failure results that does not appear to be the case. Also, this chart does not take into consideration the factors that make a project successful and if each campaign is viewed equally.

NOTE: I MADE THE BONUS CHART A COLUMN CHART DUE TO A PREFERRED STYLE CHOICE FOR IT'S VISUAL OBJECTIVE.

## Objective 2: Overall Review of Projects/Campaigns by Month and Funding Benchmarks

“Other Possible Trends”

# ~Further Analysis~



Project We Love  
Future Sounds: change the way opera & music theatre are made

From the stories we tell to the process used to tell them, join Improbable in creating music and opera...

by Improbable

£2,431 pledged  
24% funded  
18 days to go

Musical    London, UK



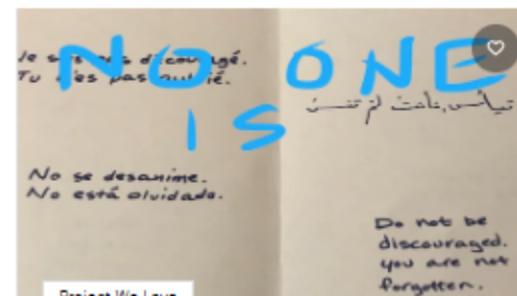
Project We Love  
JACK Moves: Help us build a new home for the arts!

Support us as we move our OBIE-winning Brooklyn-based performance space to a new, larger home in t...

by JACK

\$18,525 pledged  
74% funded  
12 days to go

Spaces    Brooklyn, NY



Project We Love  
NO ONE IS FORGOTTEN, a new play by Winter Miller

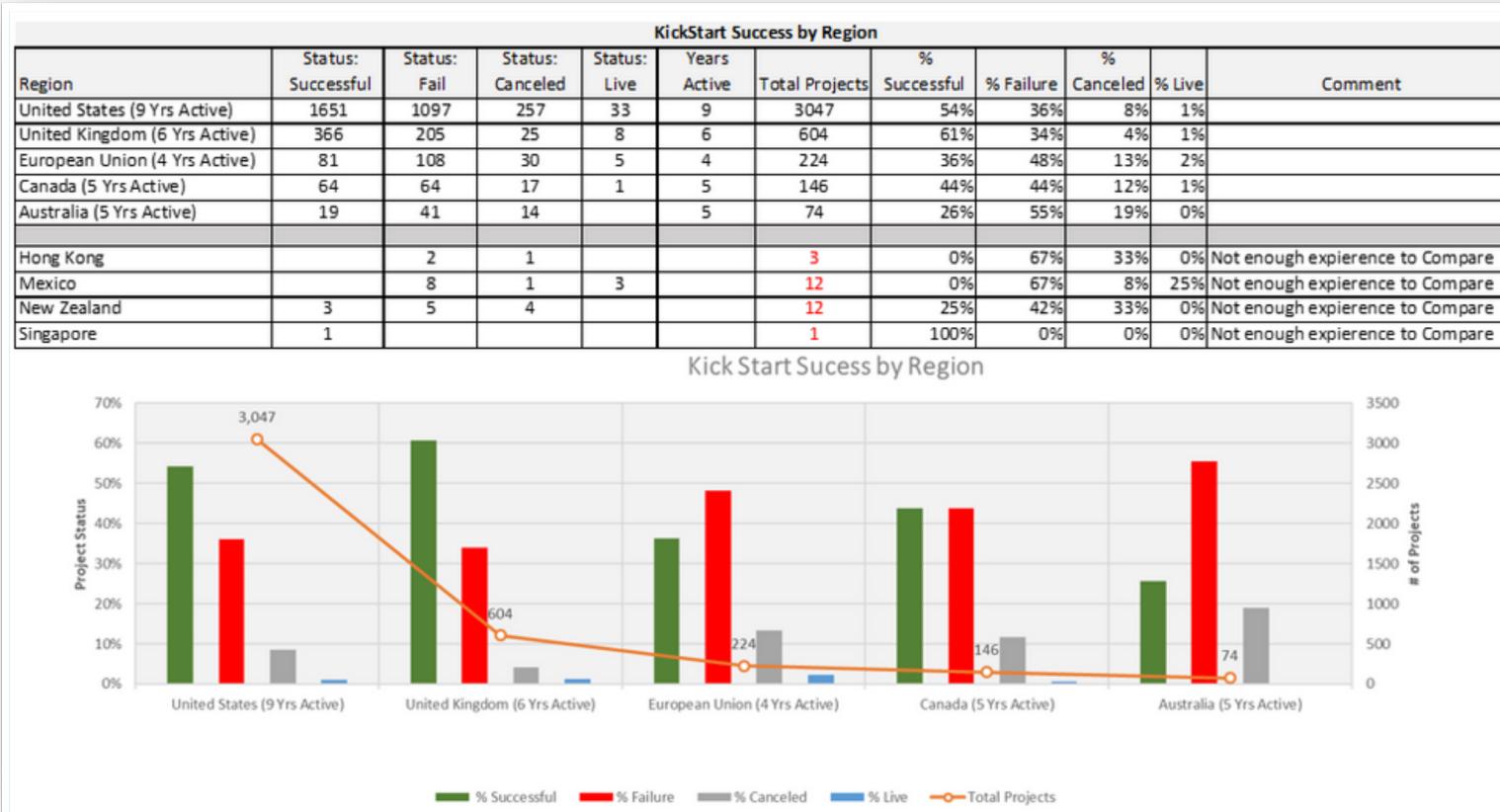
Lili and Beng are being held. No one knows where they are or if they're alive. A story about intimacy, ...

by Winter Miller

\$625,271 pledged  
84% funded  
6 days to go

Plays    New York, NY

# Database Overview



To start our analysis, I reviewed the Kickstarter Success by region to identify data that could either be removed or used as a good sample for preliminary assumptions.

Since the United States had the largest project data available, I chose to use the U.S's data begin identifying overall market trends.

Step 1: Reviewing the Data at a high level to identify a proper data set.

# Areas to Review

---

1

## KickStarter Campaign Seasonality

Can we find data that suggest a time of year that historically has provided the most success?

2

## Which projects consistently fail?

Areas to be avoided.

3

## Is there a funding ceiling based on Sub-Category?

4

## Does the length of the Deadline affect the success of the project?

Should a deadline be longer or shorter depending on the funding amount?

5

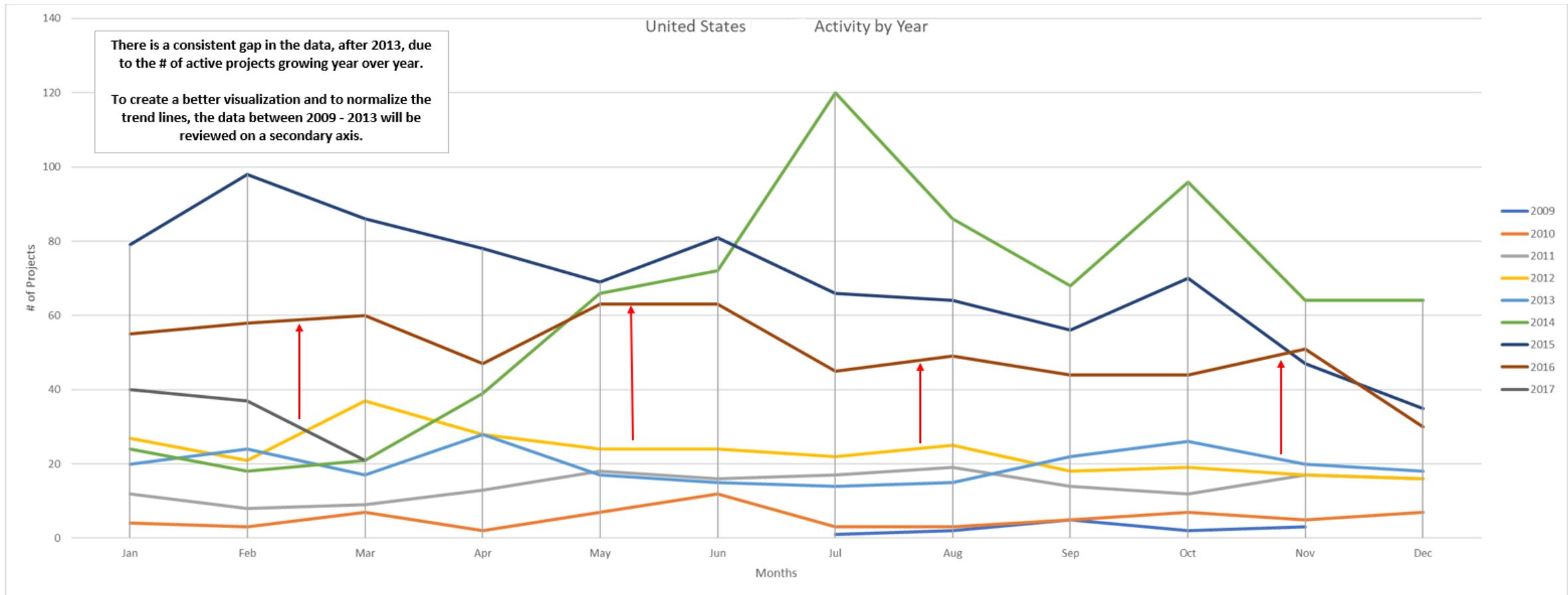
## Limitations of our Data

To establish hidden trends, I'll apply a hypothesis, guided by my criteria on what makes a campaign successful. Then I will use data visualizations to either verify or falsify my expectations.

\*We are only going to be reviewing the United States Data as a baseline\*

# Note about the Upcoming Charts

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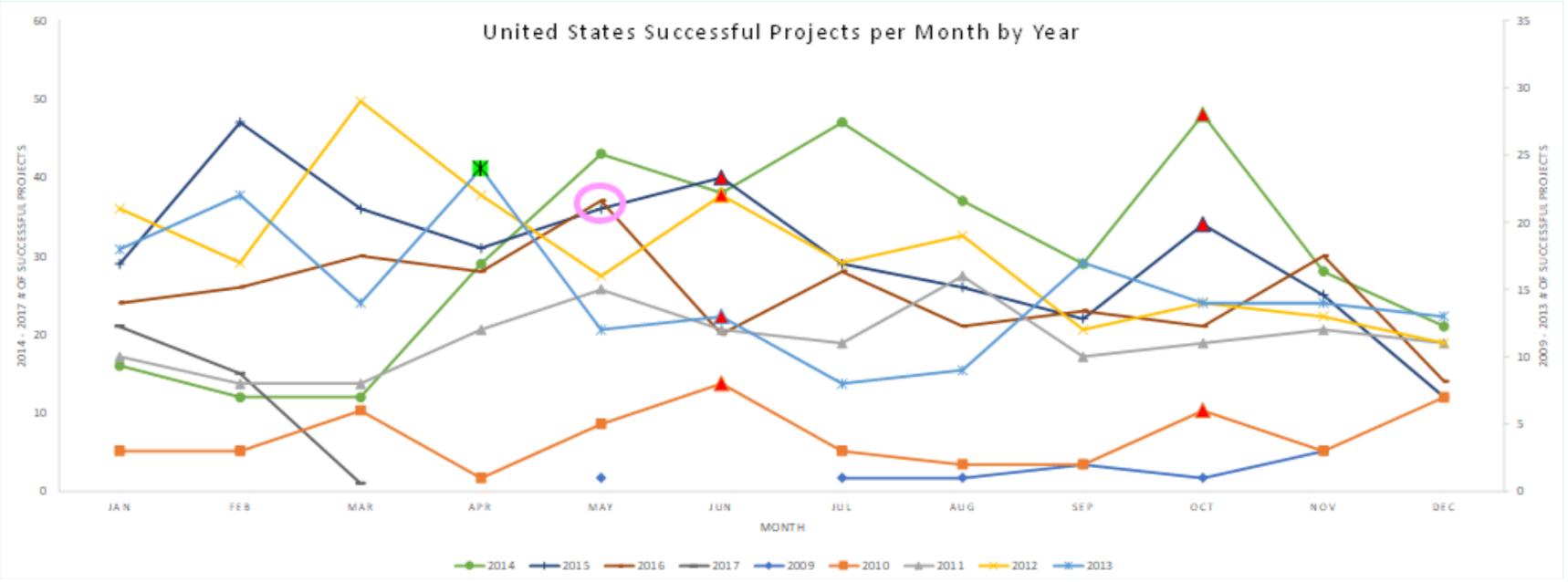


# 1) KickStarter Campaign Seasonality

In conclusion, the best times of the year to publish a campaign are in June and October due to the consistent year over year success.

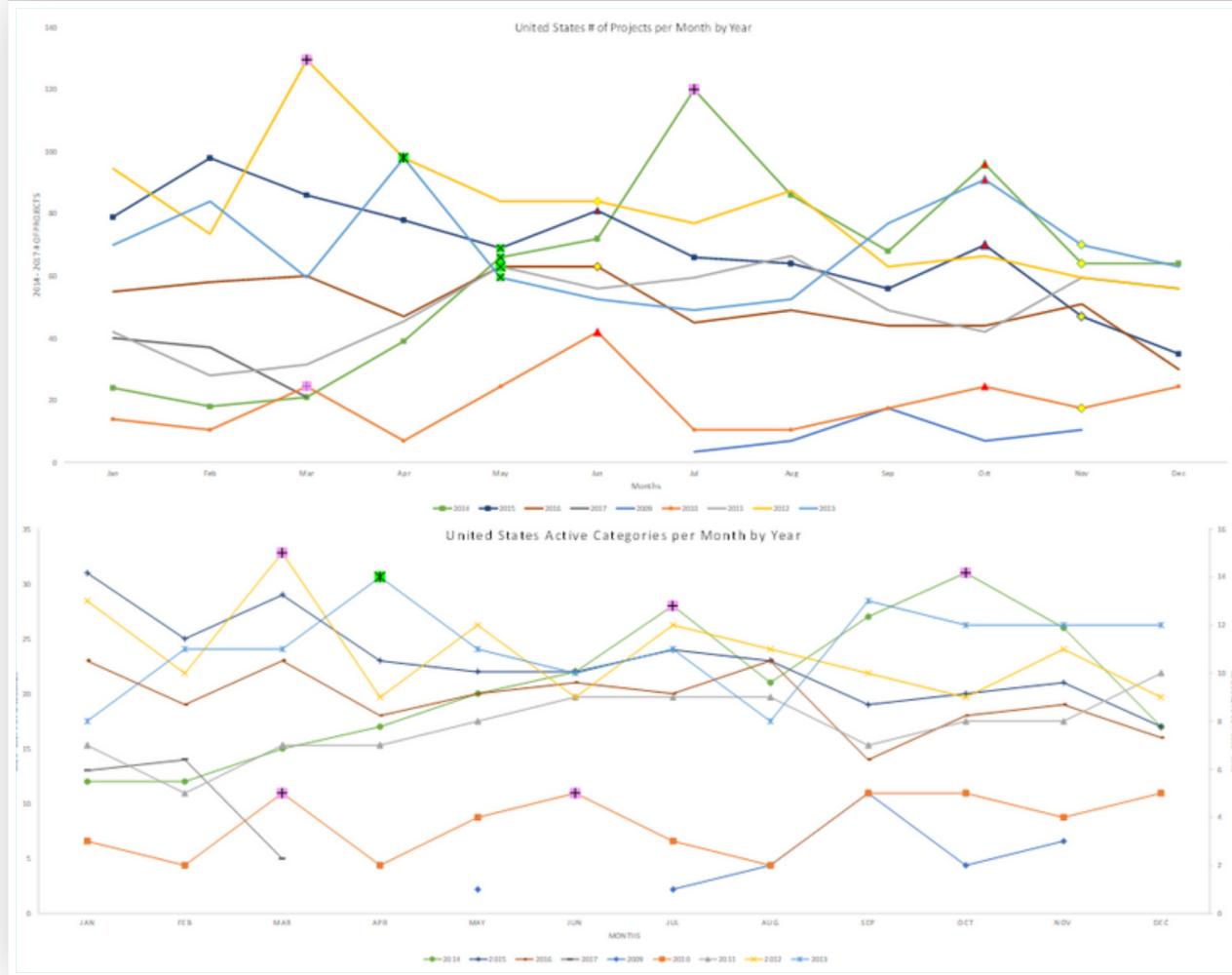
Peaks in success are shown by a red triangle marker.

The pink circle, identifies an anomaly because this month and year was particularly successful. Yet, according to the backup it should have maintained a regular small slope of progression towards June. I would investigate this data for clues to success.



By reviewing the number of successful projects year over year, we established a trend.

# 1a) Other Trends and Conclusions



To demonstrate how success was identified, I reviewed two components that would drive success. First being the “# of projects” and secondly the “# of active categories”. These two would create the appearance of success due to the level of effort being applied to Kick Starter.

(Special Markers were how I made note of a trend and compared it against the three charts.)

On a high level, the spikes in the “successful projects” line graph would imply monthly organic success. However, those trends need to be normalized against other driving factors. Such as the examples displayed to the left.

Once the trend is normalized by the viewer, we are able to review true areas of “seasonality” or success that is attributed to an external component; such as seasonal media campaigns.

## 2) Which Projects Fail Consistently

Sub-Category	Status: Successful	Status: Fail	Status: Canceled	Status: Live	% Failed vs	Successful vs. Failure
rock	240				0%	S
documentary	164				0%	S
hardware	103				0%	S
tabletop games	52				0%	S
television	49				0%	S
nonfiction	49				0%	S
shorts	48				0%	S
pop	35				0%	S
small batch	34			4	0%	S
classical music	33				0%	S
electronic music	30				0%	S
radio & podcasts	20				0%	S
metal	14				0%	S
space exploration	31	1	15		3%	S
indie rock	138	20			14%	S
photobooks	62	34			55%	L
plays	412	250		9	61%	L
Grand Total	1651	1097	257	33	66%	M
spaces	68	59	15	3	87%	M
musical	45	40	11		89%	M
makerspaces	7	7			100%	F
wearables	17	81	47		476%	F
web	36	59			No Success	F
faith	37			17	No Success	F
people	11				No Success	F
jazz	53				No Success	F
translations	21		6		No Success	F
places	13				No Success	F
gadgets	13				No Success	F
audio			23		No Success	F
animation		78			No Success	F
art books			16		No Success	F
mobile games	23				No Success	F
food trucks		101	15		No Success	F
fiction		34			No Success	F
children's books		32			No Success	F
nature	14				No Success	F
video games	73				No Success	F
restaurants	14				No Success	F
world music			19		No Success	F
drama		52			No Success	F
science fiction			31		No Success	F

It appears that only 15 categories over the 9 year span has performed successfully.

S= Success

L = Low Success

M= Minimal Success

F= Failure

# 3) Is there a funding ceiling based on Sub-Category?

Ranking	Successful Campaigns	Less Than 1,000 Projects	1,000 to 4,999 Projects	5,000 to 9,999 Projects	10,000 to 14,999 Projects	15,000 to 19,999 Projects	20,000 to 24,999 Projects	25,000 to 29,999 Projects	30,000 to 34,999 Projects	35,000 to 39,999 Projects	40,000 to 44,999 Projects	45,000 to 49,999 Projects	Greater than or equal to 50,000 Projects
1	rock	7	15	26	46	37	39	34	7	13	4	4	8
2	documentary		3	12	12	9	5	9	2	7	11	17	77
3	hardware	1	4	8	4	2		1	7		3	4	69
4	tabletop games	2	8	11	2		7	4	11	2		2	3
5	television	2	5	7	5	9	6		2				13
6	nonfiction	1	14	17	6	2	3	4					2
7	shorts	4	24	15	5								
8	pop		17	12	3	2		1					
9	small batch	2	3	5	3	1	2	2	2	2	1	2	9
10	classical music	5	8	12	4		2	2					
11	electronic music	4	16	8	1								1
12	radio & podcasts	1	4	2		3		1	3		2	2	2
13	metal	3	6	2	1			2					
14	space exploration	3	4	2	5	7	3	1		1			5
15	indie rock	2	20	43	17	22	21	4			4		5

Labeled for Success Review

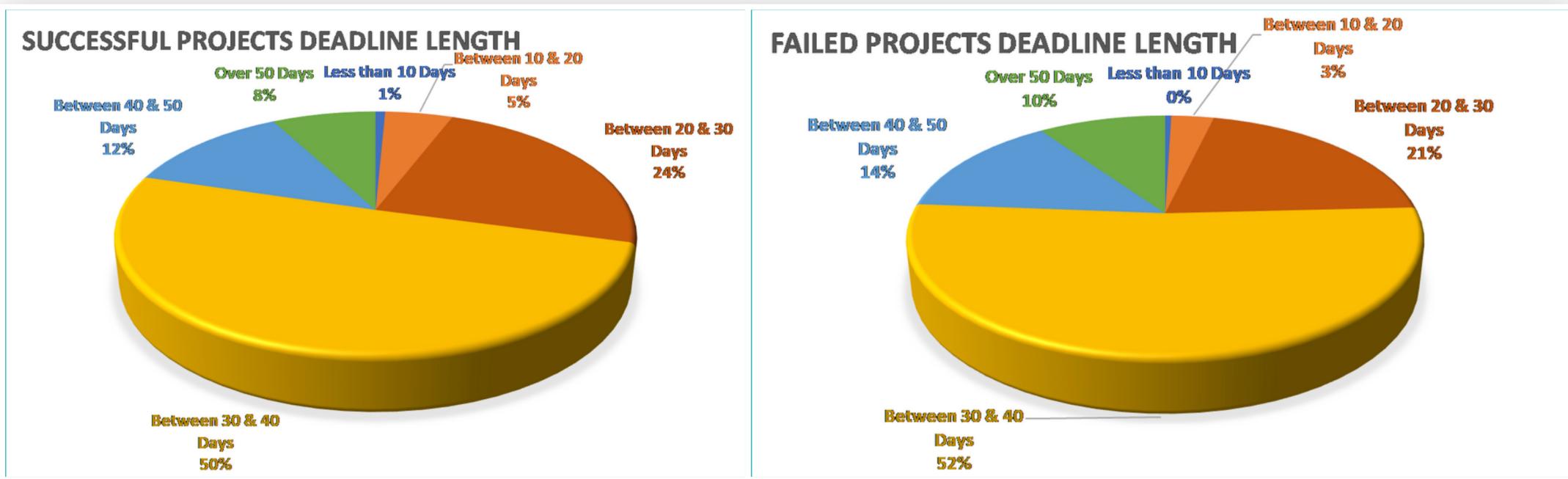
Ranking	Successful Campaigns	Less Than 1,000 Deadline Days	1,000 to 4,999 Deadline Days	5,000 to 9,999 Deadline Days	10,000 to 14,999 Deadline Days	15,000 to 19,999 Deadline Days	20,000 to 24,999 Deadline Days	25,000 to 29,999 Deadline Days	30,000 to 34,999 Deadline Days	35,000 to 39,999 Deadline Days	40,000 to 44,999 Deadline Days	45,000 to 49,999 Deadline Days	Greater than or equal to 50,000 Deadline Days
1	rock	34	39	36	34	35	36	33	28	30	27	36	43
2	documentary		30	44	36	44	33	33	30	35	40	35	33
3	hardware	37	33	43	35	45		60	34		31	39	37
4	tabletop games	18	28	28	30		30	29	24	36		30	30
5	television	17	25	29	34	36	31		24				33
6	nonfiction	61	32	34	38	33	27	29					29
7	shorts	31	38	29	30								
8	pop		33	30	47	45		30					
9	small batch	17	30	29	30	34	35	30	32	30	30	28	32
10	classical music	34	40	34	37		31	30					
11	electronic music	24	25	34	30								30
12	radio & podcasts	45	24	45		36		30	40		45	30	15
13	metal	30	28	35	30			24					
14	space exploration	27	20	37	32	35	38	30		30		30	37
15	indie rock	24	29	36	36	44	36	33		32			31
Average		31	30	35	34	39	33	33	29	32	34	33	32

In conclusion, there is not.  
Each successful Category performed well in each funding benchmark.

However, there is a saturated level of projects who have found success with a funding goal between 1 - 10 thousand. Thus, I would assume that 1-10K would be advised to an entry level project.

# 4) Does the length of the Deadline affect the success of the project?

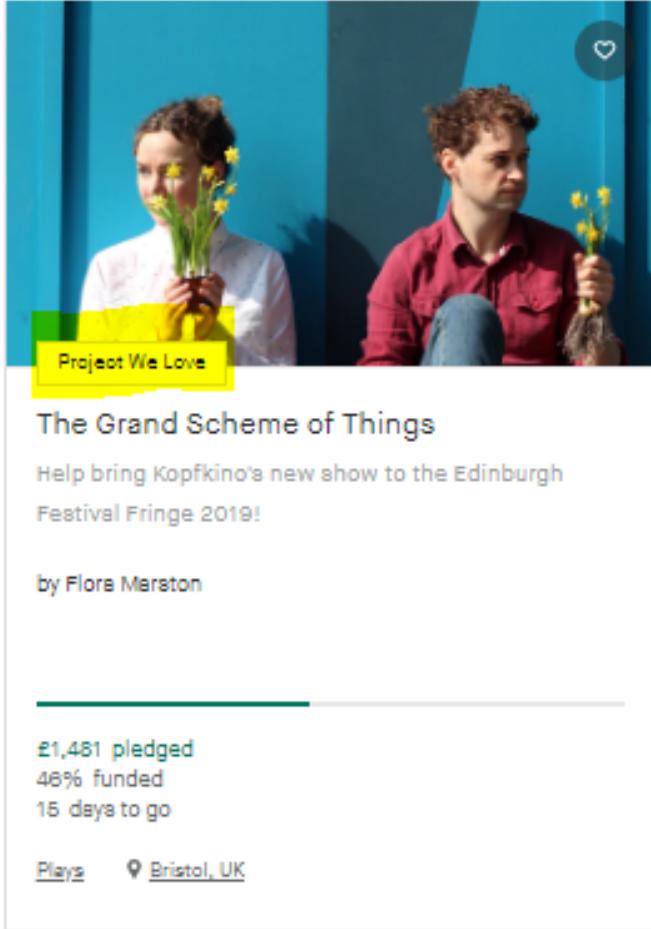
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The length of the deadline does not seem to affect success, but I would recommend 30 to 40 days between creation and deadline.

# Limitations

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1

**No grade scale for optimized campaign listings to compare against**

Do the campaign listings have good copyright & images?

2

**No data regarding Marketing**

ex: Clicks, Views, Conversion, or Budgets for Social Media Marketing

3

**Demographic of Backers**

4

**Data on how the backers were incentivized to convert.**

Was there any incentives for people who funded the project?

5

**Did most of the funding happen at the beginning or towards the end of the campaign?**

6

**How did Kickstarter market the campaign listing?**

Example shown to the left.