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Kickstarter Conclusions

Kickstarter, nearing a decade of crowdfunding projects, has been utilized by thousands over that time to assist aspiring artists, entrepreneurs, and others fund their projects. Founded in New York in 2009 Kickstarter now has global reach allowing people in nearly two-dozen countries to raise capital through their platform. Studying data from 2009 until quarter one of 2017 interesting conclusions can be drawn regarding who uses Kickstarter, how successful those projects are, and its popularity as a platform over this almost a decade.

The first question taken into consideration from the data provided was who uses Kickstarter? Of the 4114 campaigns analyzed 3196 of those were projects from the United States, Canada, and Mexico. Overall nearly 74% of the total campaigns were projects from the United States. Among countries with at least 20 campaigns total Kickstarter is most used to help fund projects in the arts. Of all campaigns looked at 2833, or 69% were in the film, music, photography, or theater categories. Only mainland Europe countries fell outside of this trend. The five countries of Sweden, Netherlands, Italy, Germany, and France have used Kickstarter to fund technology projects. These mainland European nations use Kickstarter minimally for other types of projects.

The second question to answer is who is the most successful using Kickstarter. Projects in based in the arts are not only the most frequent uses of Kickstarter but are also the most successful. Music, theater, and film; with respective success rates of 77%, 60%, and 57% are the only categories with a success rate greater than 50%. An interesting fact found was that technology accounts for the third most instances of Kickstarter campaigns but is only the 6th most successful among the categories studied. Only 35% of these technology campaigns ended successfully.

Looking at Kickstarter data year to year it appears to have peaked in popularity in 2015. From 2009 the use of the platform grew with 806 projects from then until 2013. 2014 & ’15 eclipsed the years prior with 976 & 1226 each of these years. In 2016 however, the number of campaigns fell to 949. The first quarter of 2017 was the latest data provided, these three months did show a lower number of projects compared to the first quarters of the previous two years.

Several notes should be made with regards to the limitations of this data analysis. While this considered the success and failure rates of these campaigns by category and country it is unknown how long Kickstarter has been operating in the countries. Comparing years active in a country to the success rate and popularity of Kickstarter would be complimentary to these conclusions. A possible cause of the number of campaigns to begin dropping to consider would be increased use of competing platforms such as GoFundMe.

Numerous charts not used could help paint a clearer picture with the data provided. Clustered column charts displaying a count of the ‘state’ of Kickstarter campaigns by year and by country could help answer these questions considered.