KickStarter Report

Within primary-categories, Music had a higher success rate than other categories. Theater was the second highest performer at roughly 60%, however Music had a 77% success rate. Only one other category was above 50%. This leads me to believe that overall Music is the top performing category

Plays are the most common sub-category of campaign they have seen. They have seen a better success rate than failure rate, though other categories have seen higher rates of success. Within the sample, Rock and Documentaries had the highest rates of success, though the sample sizes were not nearly as large as plays. In the rock category there were 260 campaigns, and all were met with success. Documentaries had 180 successful campaigns. With a success rate of roughly 65% in the plays category, even with the lower sample size in Rock and Documentaries, it still appears as though plays, although they are the most popular, are not the most successful category of campaign.

Across the board, more campaigns that began in February and May were met with success. The months between February and May performed slightly lower, but still performed well, and after May it slowly begins to drop over the summer months.

There were some limitations with this dataset. Some of the Primary and Sub-Categories were not adequately covered, so any analytical data on them is inconclusive. Additionally, I would have liked to analyze a more focused set of data surrounding the specific Category that was sought after. Although there is a decent amount of data on music, each sub-category of music was polarized. I have trouble believing the 100% success/failure rate of some of the sub-categories accurately represents the larger picture of those campaigns. This appears to be true across the board with the sub-categories. Once a client is leaning toward a specific sub-category, I would advise digging deeper into that category specifically to make certain the best decisions were being made. This report seems like a decent indicator when it comes to sub-categories, however, I do not believe it is telling the full story.

Another graph that could tell an important story is displaying the time each campaign takes for campaigns that are successful and campaigns that are failures. I would be curious to see how long campaigns ran based off not only their success, but also their rate of success. Did campaigns that ran longer produce a higher rate of success? How long did campaigns run before they were written off as a failure, and the cancelled campaigns, what was their duration before being cancelled? If it takes 6 months to produce a successful campaign, that could be an important factor to know going in.

Additionally, does the size of the goal have an impact on the rate of success? Instead of breaking down the graph by category, it could be beneficial to break it down by goal amount. If the size of the goal plays a large role, this could be a very important factor to consider before beginning a campaign.

Overall with this dataset, I feel it is a great starting point when considering your chances of success when starting a campaign, however, once a direction is selected, I would prefer diving deeper into any available data specific to that campaign. I would like to take a closer look at my budget compared to those that were successful or failures to see if the budget I have in mind is reasonably aligned with similar successful programs. There is so much more that can and should be done with this data before making a final decision on what the best route to take with your next campaign.