Kickstarter Trends

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Data on Kickstarter campaigns was evaluated to understand general market trends and characteristics for successful versus failed projects from August 2010 through May 2017. Overall, a few conclusions can be drawn from the data:

1. Theater projects are the most common Kickstarter campaign (1393 projects) – approximately double that of the next most common (music, with approximately 700 projects). Of countries with more than one Kickstarter project, “Plays” was the number one category in Canada, Great Britain, Ireland, Mexico, and the US.
2. Music projects have the highest chance of success by percent of projects attempted, with a 77.14 chance of successfully reaching the Kickstarter goal.
3. Kickstarters that are begun in December have the least likely chance of success.

Although the data provided key characteristics on each campaign and insight as to which campaigns are most popularly supported, it does not provide data regarding implementation beyond the Kickstarter phase. More data would be needed to understand the relationship of popular support for the Kickstarter campaign and successful completion of the project to the satisfaction of its backers.

Additional graphs may provide insight as to the likelihood of a successful campaign or other trends might include the relationship between campaign duration and success; the relationship between monetary goal and success; and the relationship between the number of backers, average donation, and success.