Kickstart My Chart Report

Kathy Harris

12/15/2021

Observations:

1. Between 2014 and 2016, the Kickstarter Campaigns had the most activity with 2015 being the height. Combined these years represent 77% of the total Kickstart Programs in all Outcomes/ States within this dataset which spans 9 years. Also, to note, we see a noticeably big decline from 2016 to 2017 – Down 83%.
2. Sub-Category representing the largest volume of campaigns is “Plays” both in success and failure however, “Rock” was by far the most successful. In fact – 100% of the 260 “Rock” campaigns were successful, followed up by “Documentaries” where all 180 were successful.
3. Of the Categories, “Theatre” had the most success and failures, however percentages of success in this data set were 60%. “Music” had the most successful campaign percentage at 77%. On the other hand, 70% of the “Food” campaigns failed and 10% cancelled. Only 17% were successful (remaining 3% are live).

Limitations of Data Set:

1. There were data points on the spreadsheet that had no contact or clear definition such as “Spotlight” and “Staff Pick.”
2. Backers are also potentially a skewed element to use as well. It would be helpful to see if there were habitual / repeat backers for a certain genre. (A very wealthy individual who enjoyed Rock may have contributed to multiple campaigns thus skewing the success of those Kickstarter campaigns.)  Also, can backers be a group or company with greater buying power or individuals?
3. It would be helpful to see if there was an advertising budget and/or activities that attributed to one Kickstarter campaign to be more successful than others.

Tables and Graphs:

1. Create tables and graphs that are percentage based as opposed to volume based.
2. Instead of average contribution, include median and variance to understand presence of outliers
3. Review Quartiles based on revenue performance to review trends (such as number of backers and category) to model what the most successful campaigns have in common versus the less successful.