Kickstarter Campaign

Kickstarter campaigns have varying success, however there are strong conclusions that can be drawn from the compiled data. Generally speaking the two most successful categories of startups were Theatre and Music. However, in looking at the pivot chart from the categories out of those two, music has more consistency with success. Out of the seven-hundred total cases 540 were successful. Comparing this with the 1393 total Theatre cases of which 839 were successful, it is an indication that Music is more inclined to succeed. When looking at the sub-categories the dispersion of the data becomes more clear. The mainly successful areas of music are: classical music, indie rock, metal, and pop. In Theatre the plays sub-category was the most abundant and had roughly a 70% success rate. So while there are more cases of success, it is also a heavily populated field. The most success in Kickstarters came around late spring early summer. Following this time cases of success began to drop and cases of failure began to rise. It would be best for a Kickstarter campaign to set its creation date for the early summer.

While the data does give a general representation of success’ and failures we don’t have a definite answer as to why there was failure. Also vice versa, there are some Kickstarters with only one donor. This may not always be the case, but it does cause a skew in data.

We could also create a regional pivot table. Where the filters would be by category, the rows would be by country, the columns would the state. There we could see the possible states of certain types of Kickstarters and find areas where there will be more success in certain categories.