Kickstarters Data Analysis | 2009 – 2017 Data Set | by Lindsey Giron

The top 3 successful categories with success rates were all in entertainment with Music with 77%, Theater with 60%, and Film & Video with 58%. However, one must keep in mind that combined; they account for 64% of the data set.

In the Music sub-category, five out of nine genres (classical rock, electronic music, metal, pop, and rock) had a 100% success rate. In contrast, the remaining three (faith, jazz, and world music) had a 0% success rate, not including any live projects. Therefore, genres have a direct effect on the success or failed rate of projects in Music. One limitation is that, while we have data regarding the funds each category received, we are not able to identify how much of those funds were allocated to each sub-category to see if there is any relation to the success and fail rate. Music succeeds best when created between January - May, and then we start to see a decline with a sharp drop in December.

The theater category had the most projects, a total of 1,393, which created a large variance, accounting for 34% of the data set alone. Having a total of 3 sub-categories, the majority of the mix was successful or failed. Plays lead in success with a 65% rate alone, followed by space with 45%, and musical with a 43% success rate. While being successful, the failed percentage is also high, so it’s a bit more volatile. Theater success peaks in May, while in the other month, it starts to become more of a 50/50 chance in success or failure.

Film & Video had a 100% success rate for three sub-categories (documentary, shorts, and television) and 100% failed/canceled success rate in the other three sub-categories (failed - animation, drama, and science fiction-canceled). Once again, as in music, the genre selected has a direct effect on the success in the category. Film & Video has three peak months in being successful through the year March, June, and October. Meanwhile, a high failed rate in August, exceeding the successful rate during that month.

Food, Journalism, and Games lead in failed/canceled. Food leads the failed state with 70%, with zero success in food trucks and restaurants. It only succeeded in small batch. A limitation is that we do not have the food type to see if there are any consistencies. Journalism leads with a 100% canceled rate, with only one sub-category; this is solely in audio journalism. Games came in second for failed with a 100% fail rate in mobile and video games, only succeeding in tabletop games with a 100% success rate. With such a high failed rate, the best chance that we see when launching is in November.

The limitations are the location and the medium. For instance, in music, was the music strictly being streamed online or performed live? If performed live, in what cities for which genres? Plays were the most successful sub-category in Theater. Where were these plays performed? Broadway is a lot more competitive, so it would be interesting to see if that is where most of the plays failed or not.

We can look further to see how the funds relate to the success or failure of a project. Plus, the number of backers to see how much support, in the human sense, a project received. Also, the spotlight column shows a direct relationship with success rates.