**KICKSTARTER CAMPAIGN SUCCESS ANALYSIS REPORT**

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**Objective**

Analyze Kickstarter past performance data for insights into campaign success.

**Background**

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

**Analysis Charts**

See pages 2-3.

**Results and conclusions**  (Reference graphs follow)

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. Campaigns for Film & Video, Music, and Theater are most likely to succeed (greater than 58% succeed). [Reference Figure 1]
2. Campaigns for Plays are most likely to succeed (65% success rate). [Reference Figure 2]
3. Campaigns launched in May (61%) succeeded more than campaigns launched in any other month of the year. [Reference Figure 3]

2. What are some limitations of this dataset?

* High variance across the campaigns for the “number of backers”.
* Higher value campaigns had limited data to analyze.
* Dataset does not include rating of the quality of the campaign writeup.

3. What are some other possible tables and/or graphs that we could create?

* Table showing the “percentage” of campaigns that success versus month (Figure 3 shows the number of campaigns that succeeded but not the percentage of success)
* Pie chart of “campaign success percentage” would provide an easy visual representation of the relative success of different campaign categories
* Pie chart showing the percentage that were cancelled per category.

**Analysis Charts**

Data set: 4,114 campaign records

Figure 1 – Campaign outcomes per category

**Greater than 50% success**

Figure 2 – Campaign outcomes per sub-category

**65% success rate**

Figure 3 – Number of campaign outcomes per launch month

**May (61% Succeed)**

Figure 4 – Campaign outcome per funding goal interval

