Analysis of the Kickstarter Campaign

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Of the sample of 4,000 campaigns in Kickstart we see that 54% of the them ran during a period of 7 years, from 2011 to 2017 and were successful. We also see another 46% that falls between live and cancelled or 8.5% and 37.5% respectively.

Also, we clearly see a tendency that backers are more prone to give when the category involves something artistry like Theater, Music and Film & Video, which ended being the most popular categories. Play is the most repetitive one within the sub-categories followed by Rock.

We see a tendency where Feb, May, June and July are the months where more successful campaigns ran and the recommendation is to launch them during those months. October if the month were more campaigns failed.

One limitation we find is the sample we studied represents 1.3% of the total of campaign that run through Kickstart.

Another graph needed is to analyze if the amount of backers per campaign are influenced by the categories.