Melanye Taylor

Kickstarter Homework

November 11, 2017

Kickstarter Campaigns

1. One critical takeaway from this breakdown of the 4,000 Kickstarters is that campaigns are more likely to be successful if they provide the consumer with entertainment through escapism. As shown in the first graph, film & video, music and theatre were the most successful categories sitting at 57%, 77% and 60% respectively. This demonstrates a clear interest in activities that individuals can enjoy to separate themselves from their sometimes monotonous daily life. One can also notice that the 100% success rate attached to documentaries and nonfiction products from the second graph reveals the prosperity of truth and fact-based commodities. Lastly, one should recognize that most of the successful Kickstarters provide the consumer with immediate benefit. This is evident in the high failure rates that ail children’s books, art books, fiction and animation, which are all at a 0% success rate. This demonstrates the tendency of consumers to use Kickstarters to supply themselves with immediate satisfaction or as a type of information gathering utilizing fact as opposed to fiction.
2. One limitation of this data set is the sheer magnitude of topics that the information attempts to cover. Because of this, most of the data that’s scrutinized produces polarizing results. This is evident in the 14 different categories that all have a 0% success rate and 8 areas that all have a 100% success rate in the second graph. It’s unlikely that all 22 of those concepts are doomed to failure or destined for success in every circumstance, but due to the small sample size from each group, we’re left with these somewhat unreliable results.
3. Another way to represent this information is through a Linear Regression Table with a trend line because this would provide a forecast of the potential success rates of similar or future Kickstarter projects.