# **Kickstarter Project Deployment Review**

## **Analytic review of Kickstarter projects – 2009-2017**

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#### **Introduction**

This analysis is based on a sampling of data pulled from Kickstarter, a crowdfunding site that helps “bring creative projects to life.” The sampling of projects provides a few data points for us to draw conclusions from.

#### **Analysis**

There are a few things we may draw from the sampling of data. As we review the Kickstarter categories, Theater projects were the most numerous of the data sampled. The three categories that seem the hardest to get off the ground are journalism, food, and publishing. Food tends to be a difficult market to enter, and even harder to make a splash with 34 of 194 projects being successful (6 are currently active). The relationship between publishing and journalism is strong as the two pull memories of seeing the old printing presses running to produce the daily paper. Those memories are starting to fade as we see with the failure rates of the two, especially with not one single journalism project getting off the ground. It’s interesting to note that technology projects had equal odds of getting successful, failed, and canceled outcomes with 209, 213, and 178 instances respectively.

Drilling deeper into sub-categories of the parent categories. Sticking with the successful theater project parent category we notice that the driving force of the sub-categories are plays. Successful plays make up 694 of the 839 successful projects. Of all sub-categories, plays were the most successful Kickstarter project making up almost one third of all successful projects at 694 out of 2185 successes. As video games become more advanced and we think about gamers streaming on Twitch, which new console is coming out, etc; it’s as if board games and tabletop games are being escorted into obscurity.  Kickstarter data tells a different story; the 80 successful projects were all tabletop games while all the mobile and video game projects failed.

End dates of projects can give some insight into the best timeline for fundraising and the worst time. Projects ending in December were the most likely to succeed as people were in the mindset of giving over the holidays. Investment into Kickstarter projects were lower at the beginning of the year, from March through July were the best time to end projects to see a favorable outcome.

#### **Limitations**

The data set does not set clear standards for what is considered to be a successful project. A lot of Kickstarter projects come from theater, music, as well as film and video. The question lies in what constitutes a successful project? Is it just reaching their funding goal and being able to produce a movie or play? We cannot look at the revenue stream or track the success of the project outside of the funding portion.

The data cannot give a look into the social and economic factors going on when the projects were taking off. Was there a social event that was drawing people's focus away, concerns about the economy that kept people’s wallets closed more often than not, etc.

Was the project mismanaged or poorly advertised? We cannot tell the human element in the result of the project. Did items get canceled due to the creators own loss of interest in the project?

#### **Alternative Options**

We could take a look at the days the project was open to attract backers and see if there is a relation to how long each project was open to the success rate of the project.

We could look at just failed projects, singling out this result to see if there are any trends in the data between number of backers, average donation, investment timeline.

We could look at just successful projects, singling out this result to see if there is any correlation within the data reviewed to help identify what can give a project the best opportunity for success.

We could look at the projects by country to see if there was any category that thrived better in particular areas of the world, or if we were lacking data and would want to look into the causes for the lapse.

We could take a look at the box and whisker chart to help define the interquartile range for successes and fails. Taking a look at the current summary statistics doesn’t give a great picture of what we can expect the outcome to be based on backers. The standard deviation for successful outcomes based on the number of backers is 844, when the min is at one and the max is at 26,457, the mean doesn’t help pinpoint a good backer estimate to be a successful endeavor. The median would give better insight into how many backers it takes to lead a successful campaign.