REPORT:

1 )There are, overall, more successful campaigns than failed campaigns. That’s great news if you want to start a kickstarter. However, there is some supplementary bad news if you are a journalist, publisher, or food. My supposition is that a great deal of a kickstarter’s success is determined by how interesting it is to potential backers. Theater? Very interesting. Music? A must have. Journalism? Not so much. If your project is part of the distraction economy, it is more likely to be funded. Grabbing attention is the name of the game.

Theater is by far the largest category, and one of the more successful. This is unsurprising. Theater has been practicing getting people’s attention for thousands of years. Music and film are similarly successful, presumably for the same reasons.

In looking at the Success By Date chart we can see that there are more successful campaigns in the month of May, and there are far fewer in the month of December. Unfortunately, I am unable to tell you why that might be. Holidays do make it so that those of us who typically scour kickstarter daily for the newest plays, video projects and music are otherwise occupied. While there is no ready answer to the question of why more kickstarters are successful in May, it would still behoove any prospective kickstartee to avoid December and target May.

Perhaps one of the more important conclusions we can draw from this dataset comes from looking at the outcomes based on the initial goal. Projects with overly large goals tended to have much lower success rates, while small goals boosted a project’s chances of success. A prospective kickstarter should take the time to budget their project and seriously consider funding between $1000 and $10,000, with a target closer to the $1000 for a greater bump in success rate. [One of the most successful kickstarters of all time started with a goal of $10](https://money.cnn.com/2014/08/03/technology/social/potato-salad-crowdfunding/) – a good thing to keep in mind when setting that initial amount.

2) This dataset is, however, not without limitations.

Firstly, it does not record stretch goals, a fundamental part of Kickstarter. I would like to compare the stretch goal data to the staff picks and spotlights to get an idea of just how much kickstarter’s internal algorithm drives funding.

Secondly, we have a lack of data about bakers themselves. If the data included which backers supported what project and in what amounts they gave said support, we would be able to more easily pinpoint individual backer’s behavior and create a model by which we can predict future backer behavior. That is, however, most likely against the privacy provisions in the kickstarter terms of service.

3) We could make a word frequency chart that takes all of the project descriptions as inputs. That way we can see if the way in which people describe their campaigns contributes to those campaign’s success. We can chart success and failure rates with the most commonly used words to see if there are specific keywords that prospective kickstarter campaigns could use.

We could also create charts to describe the relationship between hitting goals, and the spotlight and staff pick data. Is a project more likely to succeed if it appears in the spotlight section? Does a staff pick significantly increase a projects likelihood of success?