Nader Salameh

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This report presents the findings of a 4,000 campaigns sample taken from the population of more than 300,000 Kickstarter launched campaigns. Given that only one third of the projects launched were successful, key patterns related to campaign outcome can lead to better decision making for future campaigns. Three conclusions drawn from my Kickstarter campaign analysis are:

* Performing arts as a whole typically has a higher success rate
* Increase in goal amount leads to decrease in success rate
* Less participation in the failed campaigns

In Figure 1, it is noticeable that categories: “Film & Video”, “Music”, and “Theater” have higher count of successful campaigns, yielding higher success rates when considering their grand totals. The average success rate for this “performing arts” group exceeds the mean of the success rate for all projects in our sample. 64% vs.45%.

Figure 1:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of outcomes** | **Column Labels** |  |  |  |  |
| **Categories** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| film & video | 300 | 180 | 40 |  | 520 |
| Food | 34 | 140 | 20 | 6 | 200 |
| games | 80 | 140 |  |  | 220 |
| journalism |  |  | 24 |  | 24 |
| music | 540 | 120 | 20 | 20 | 700 |
| photography | 103 | 117 |  |  | 220 |
| publishing | 80 | 127 | 30 |  | 237 |
| technology | 209 | 213 | 178 |  | 600 |
| theater | 839 | 493 | 37 | 24 | 1393 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

Analysis of our 4,000 sample campaigns, with their goals, showed that goals that fell between the range of $1000 to $5000 had a larger number of successful campaigns. (See figure 2) As goals increased, the percentage of successful campaigns decreased. In the opposite manner, as goals increased, the percentage of failed campaigns followed.

Figure 2

Lastly, there were a smaller number of backers for unsuccessful campaigns. With a mean of 18 and a standard deviation of 64 (See figure 3), the unsuccessful backer count is consistently low compared to the successful campaigns’ mean backer count of 192. I would be interested in figuring out why potential backers for these campaigns did not pledge. Were there less backers because lack of interest in campaigns, or maybe there was a high discouragement due to higher goals? A good way to analyze this would be to create a chart that sums the count of backers by the goal range for failed campaigns.

Figure 3:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SUCCESFUL** |  |  | **UNSUCCESSFUL** |  |
| Mean Number of Backers | 194 |  | Mean Number of Backers | 18 |
| Median Number of Backer | 62 |  | Median Number of Backer | 4 |
| Minimum Numbers of Backers | 1 |  | Minimum Numbers of Backers | 0 |
| Maximum Numbers of Backers | 26457 |  | Maximum Numbers of Backers | 1293 |
| Variance (Sample) | 713167 |  | Variance (Sample) | 3776 |
| Standard Deviation (Sample) | 844 |  | Standard Deviation (Sample) | 61 |

Some limitations I found in the data were the lack of information of the backers.

For example, the age of the backers would have been useful in identifying possible trends in categories and pledging. Likewise, knowing the rewards given to successful campaigns could possibly be a game changer in finding trends in backer pledging and incentives.