KICKSTARTER PROJECTS

Conclusions for the projects in the sample

* The project categories with the highest success rates were music (79%), followed by theatre (61%) then film and video projects (58%) while food projects had the highest failure rates (72%)
* Rate of success decreased as goal amounts increased – Projects with a goal of <1000 succeeded 71% of the time while those with a goal of >50000 were successful only 19% of the time.
* Successful campaigns had a higher mean number of backers than failed campaigns (194 vs 18)

Limitations

* The sample does not mention variables which may have led to success or failure such as marketing, level of planning or if any research was done into the need for a project of that type in the country it was started
* The sample would not be a good estimate for which projects would succeed in some countries (such as BE, CH, HK, SG) since the sample sizes are small and 73.8% of the projects in the sample were started in one country
* Data collected was in different currencies, so these are not directly comparable without knowing exchange rates (e.g. 500 GBP was likely different from 500 MXN when the sample was created)

Other Tables

* Compare Successful and failed campaigns according to whether they were staff picks
* Compare average campaign length with project state

BONUS

For the average number of backers, the median is a better summary of the data since there are some large outliers which can affect the mean and the data does not follow a normal distribution.