

## Kickstarter Campaigns Report

### Section 1: Conclusions

Most of the Kickstarter campaigns in the dataset were in the US; about 74% Kickstarter campaigns in the US vs. 26% for the rest of the world (Fig.1). Regardless of where the campaigns were started, about half of them were successful (Fig.2). The country in which the campaigns were started didn't seem to have had much impact on the overall success rate.

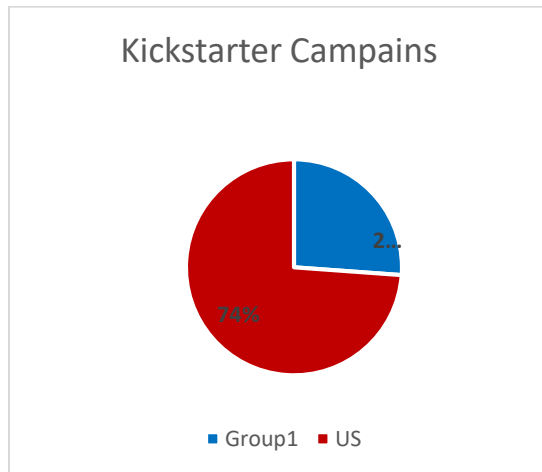


Fig.1

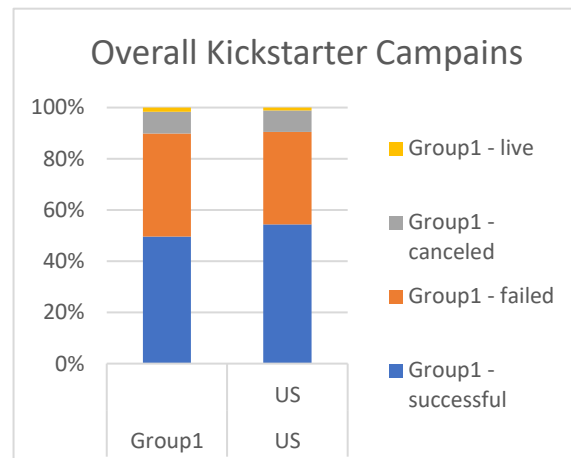


Fig.2

(\*Group1 represents the data set from all other countries in the data set, excluding the US.)

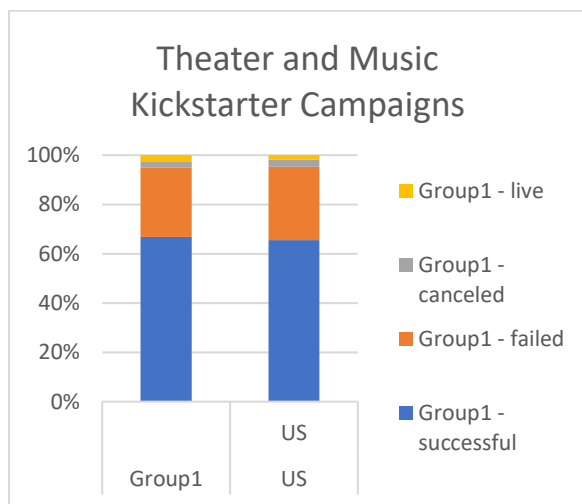


Fig.4

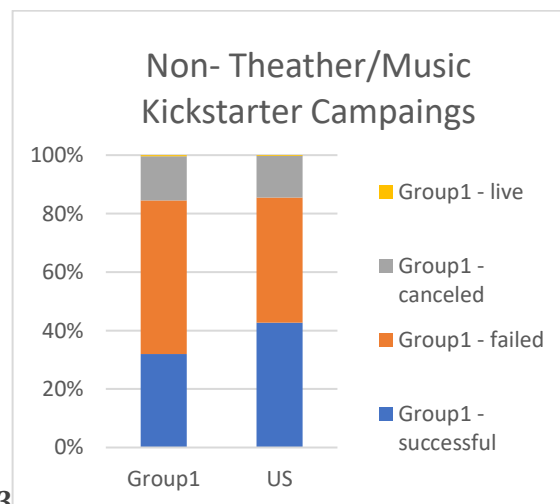
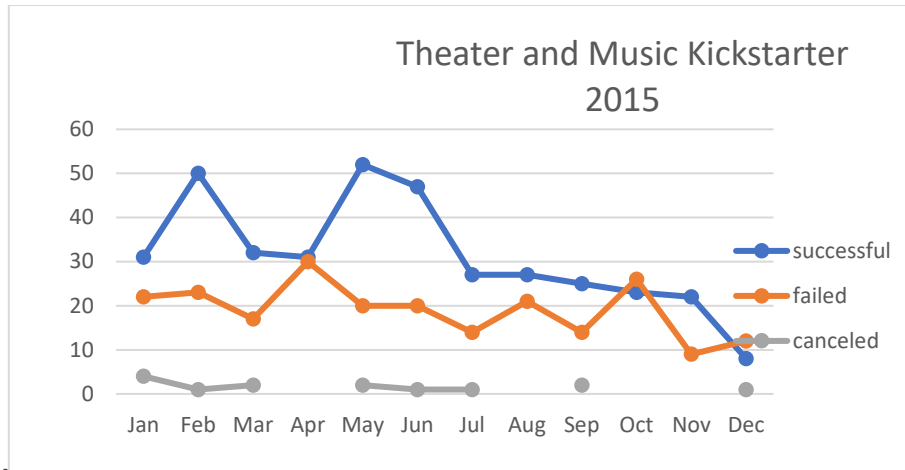
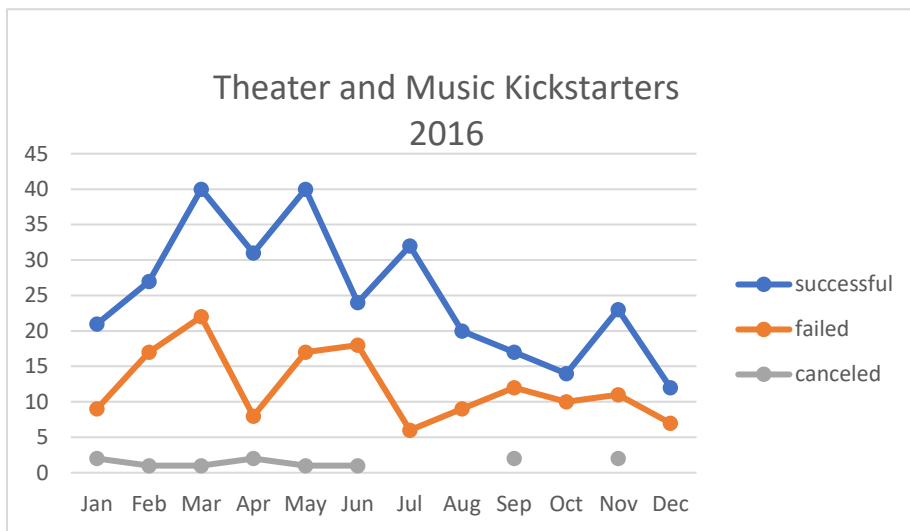


Fig.3

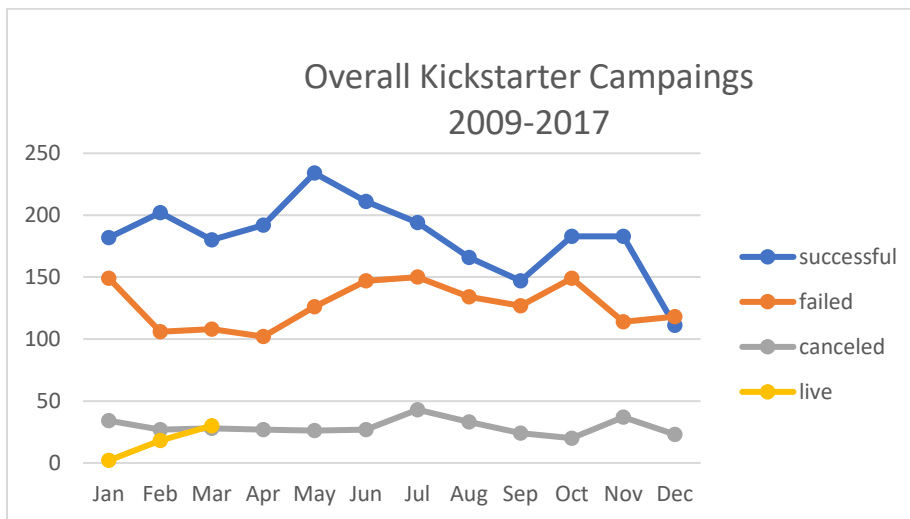
The Music and Theater category campaigns were on average the most successful (in terms of meeting goals set forth). They had close to 66% success rate (Fig. 3) vs. other categories which had around 42% success rate or less (Fig.4).



**Fg.6**



**Fg.7**



**Fg8**

**December Kickstarter campaigns consistently had a lower success rate than all other months, May tended to have the highest. The increase in success rate between Feb and May coincides with the US Tax filing season. This suggests that the tax filing season may influence the**

donations due to increase in disposable income from Tax refunds or increased usage of tax exceptions for donations through this platform to non-profits and charitable organizations. The decrease in success rates from November to December coincides with the end of year holiday season (Thanksgiving, Christmas, New Year's Eve/New Year Day.) This suggest that households might have less disposable income due to expenses related to an increase in spending at retail stores (e.g. Black Friday deals at the end of November and End of year Christmas sales) (Fig.6-8).

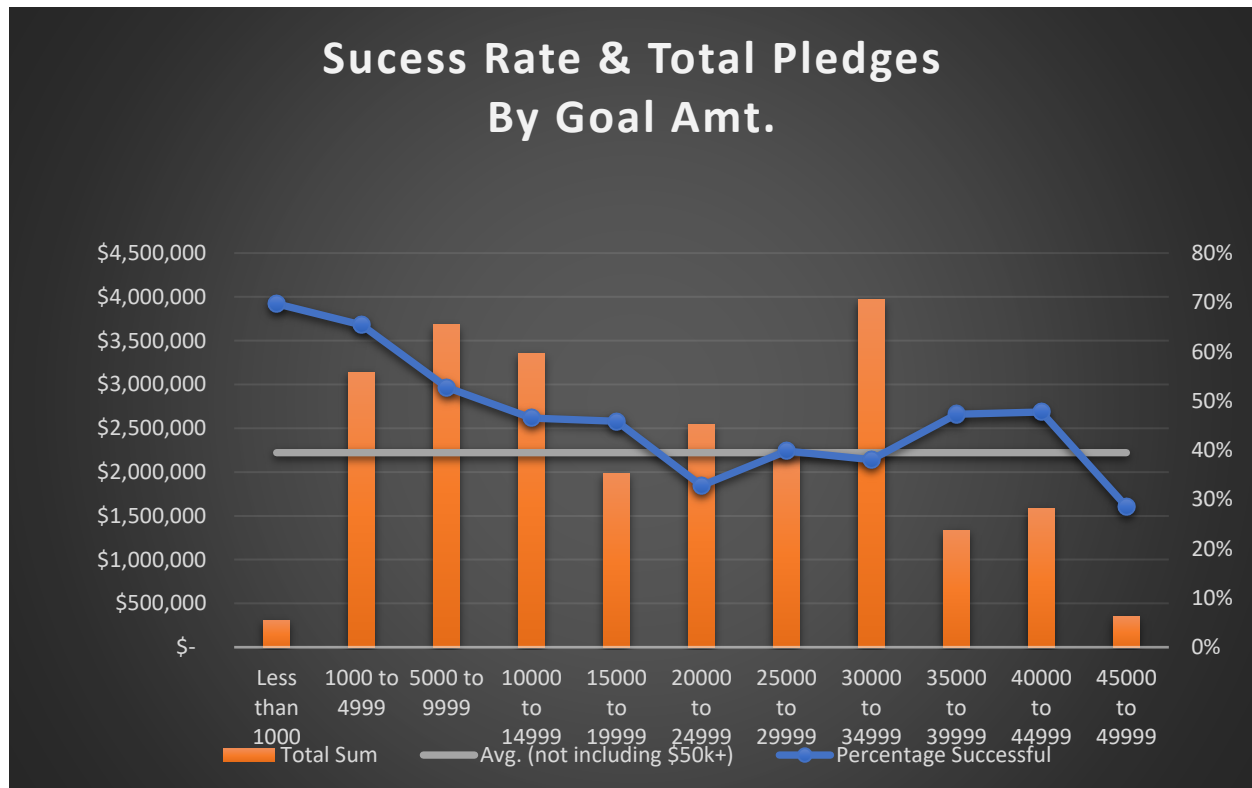


Fig.9

The success rate decreased, for the most part, as the goal amt. increased (Fig.9). The overall amt of for the successful campaigns by goal amounts did not correlate with any percent change. The Range of \$50k+ goal is excluded from this chart as an outlier with \$ 16,157,467 total pledges at 19% successful campaigns.

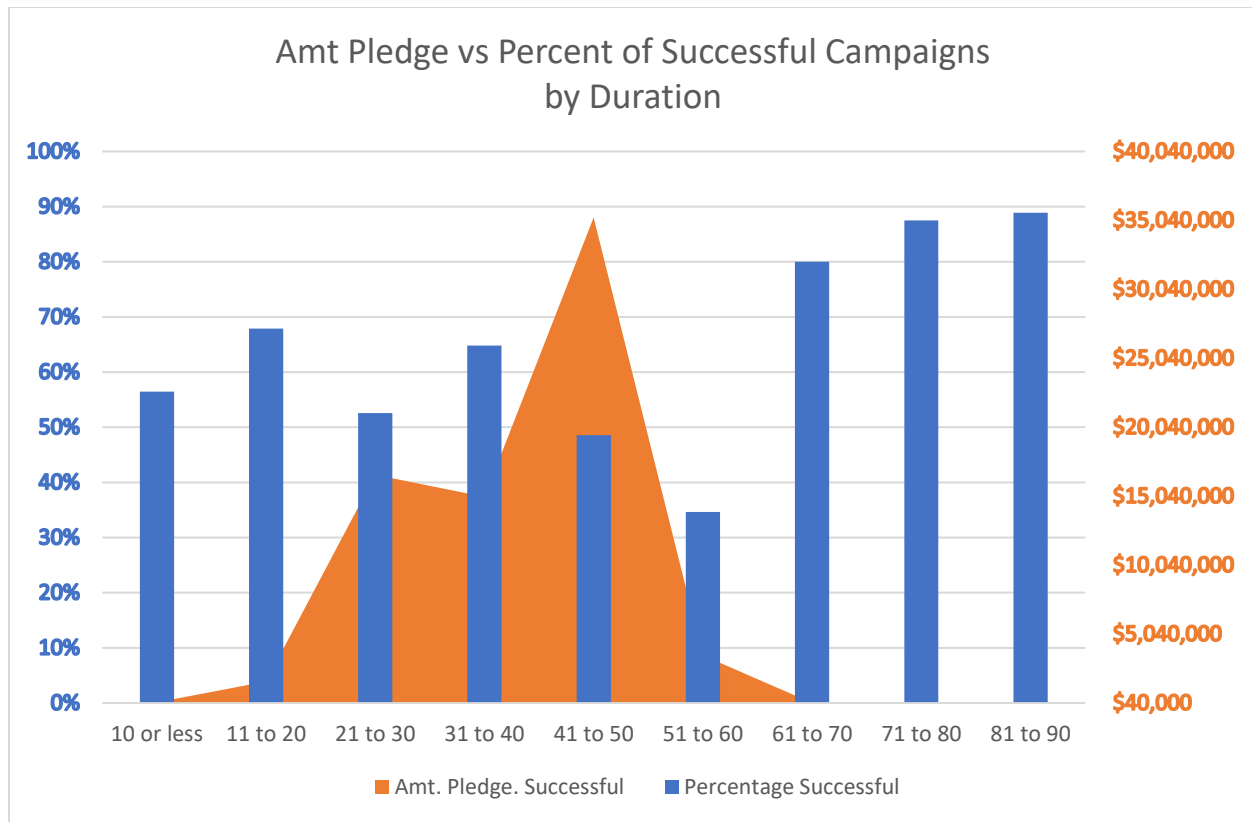


Fig.10

In terms of duration, about one of every two campaigns that lasted 10 to 60 Days met their goals, but those successful campaigns were significantly larger in the total amt. of money pledged. The vast amount of overall pledges were for campaigns that lasted between 11 to 60 days with no significant increase in overall pledge amounts after 60 days (Fig.9).

## Section 2: Limitation

Insufficient sample size for statistical measurement for individual countries other than the US.

As pointed previously pointed out, the vast majority of the campaigns within the dataset were started in the US. Most other countries had too small of a sample size to support statistically significant conclusions. Since the data was strongly skewed towards the US, the conclusions in this report would be more applicable to the US. A more recent dataset might have a larger number of campaigns from which to draw a more statistically significant.

## Methodology.

The conclusion in this report take in to account the success rate of the campaigns; successful campaigns vs failed campaigns. Only one of the graphs in this report addresses the magnitude of successful campaigns in terms of total amounts pledged. The dataset does have the necessary information that can be reviewed to evaluate it in those terms in a separate report.

### Section 3: Other Graphs:

Some of the graphs in this report are derived from the original graphs in the assignment. (Fig.1-4). The original graphs listed the stacked bars by country as opposed to showing the US bar and grouping the remaining countries together (as shown in this report). This was done due to the limitation of insufficient sample size mentioned in the previous section. Graphs Fig.6-8 are graphs from the original assignment filtered to show the consistency between the Theater and Music category over two sample years and the campaigns overall over the years. Fig.9 graph uses the bonus chart information with the addition of a successful campaign rate and an overall average (excluding campaigns with a goal of \$50k or more). The \$50k+ category were taken out of the graphs and calculations because it was an outlier. The workbook sheet "Random" list a chart that shows information listed by the duration of the campaigns. This chart and graph were created to show if there was any correlation between the duration of campaigns and their success rate. This is the only graph that does show the magnitude of the successful campaigns in terms of pledge amounts.