Kickstarter Report
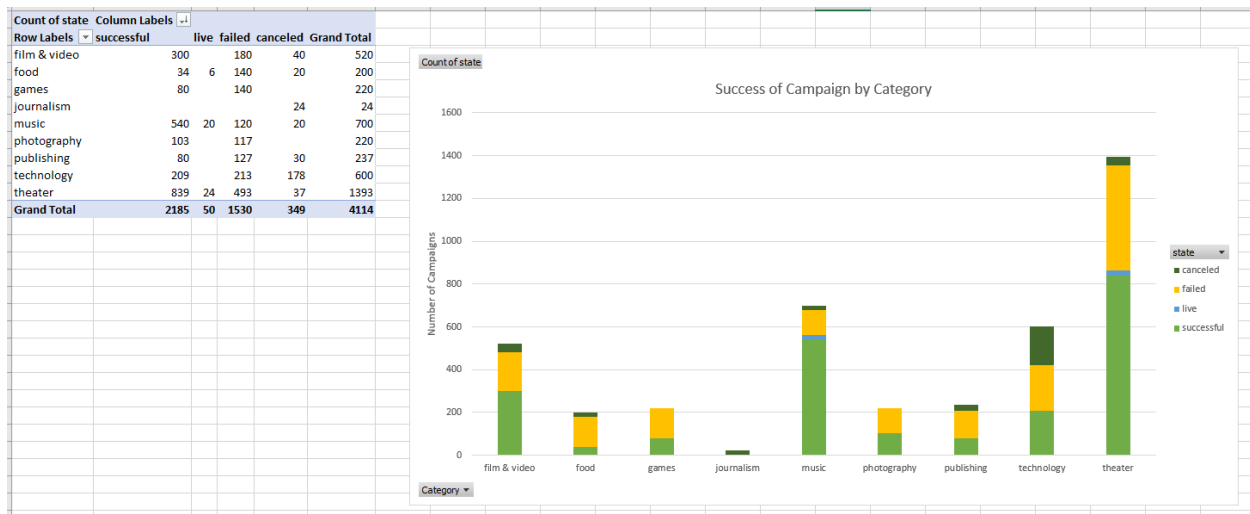
Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.
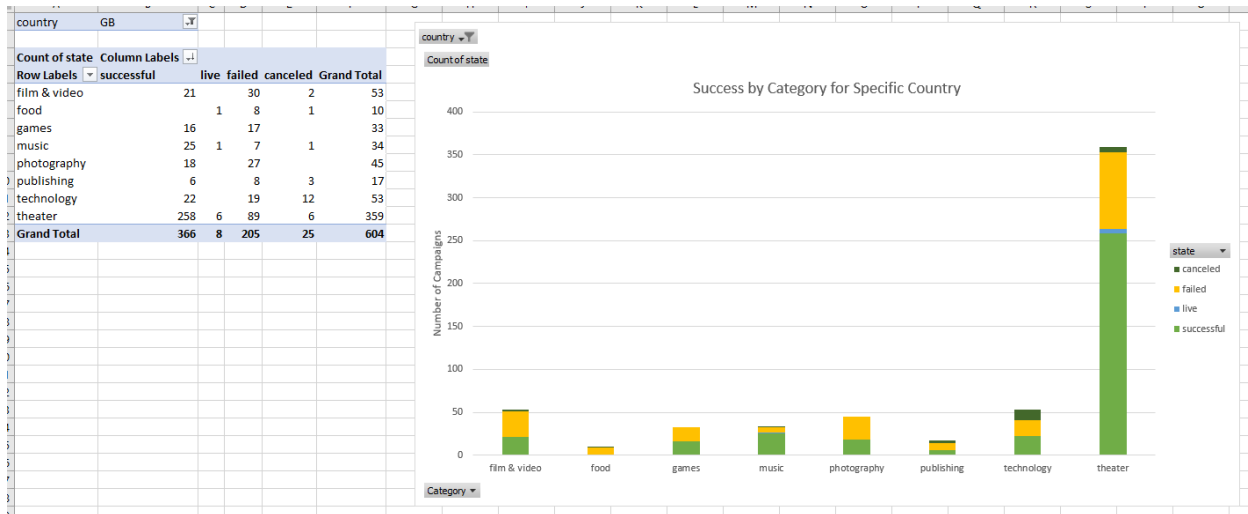
I will analyze the sample size of 4,000 campaigns on the crowdfunding service Kickstarter to highlight trends and discover what makes a campaign successful. Below are the graphs I made that will help us draw conclusions and find the limitations from the sample size.

Before I started I did have to clean up the data. I calculated the average donation and percent funded for each campaign. Then, I split the categories into main and sub categories. Next, I converted Unix time stamp into dates. Finally, I color-coded the data set to highlight key aspects of each campaign.

Graphs:

Count of state — Column Labels

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

Success of Campaign by Category
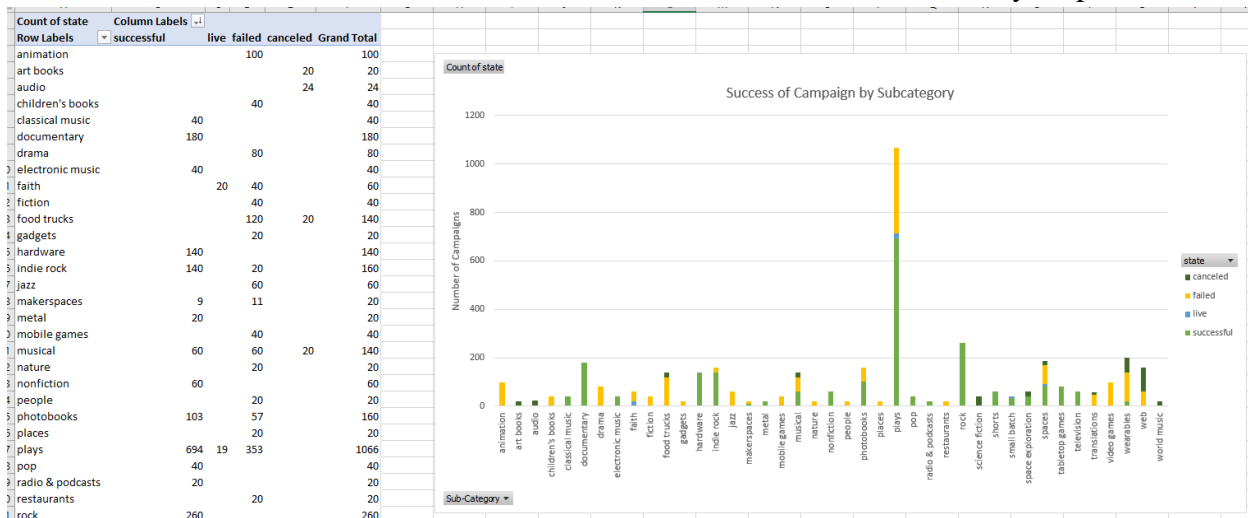
The above graph focuses on the success of a campaign sorted by category. Journalism had 0 successful campaigns in this sample size while the entertainment sectors (theater, music, and film/video) had the most success. We do NOT see percent successful on this chart unfortunately because it appears that music would jump to the most efficient while games and technology would look worse.

country | GB

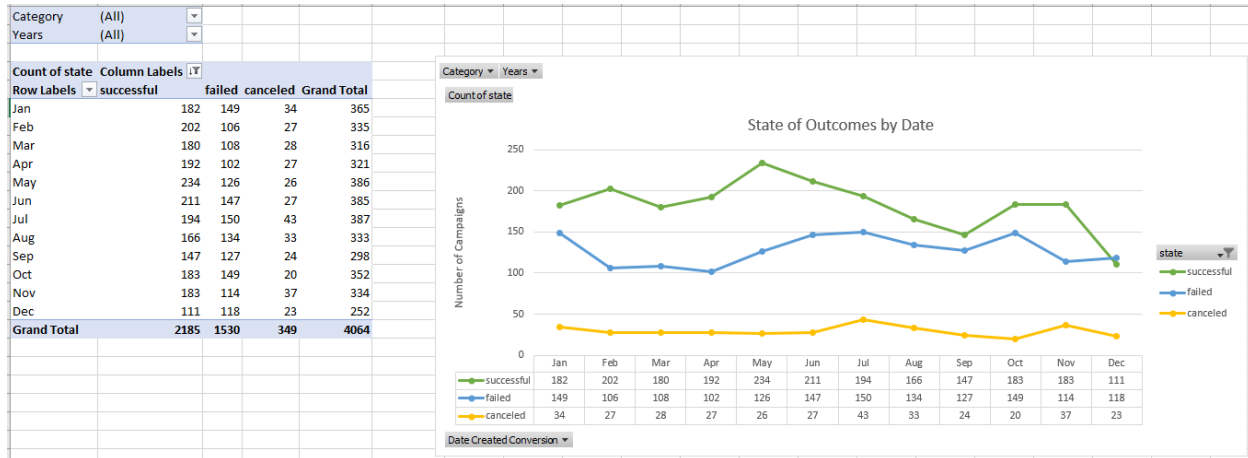| Count of state	Column Labels			
Row Labels	successful	live	failed	canceled	Grand Total
---	---	---	---	---	---
film & video	21		30	2	53
food		1	8	1	10
games	16		17		33
music	25	1	7	1	34
photography	18		27		45
publishing	6		8	3	17
technology	22		19	12	53
theater	258	6	89	6	359
Grand Total	366	8	205	25	604

Success by Category for Specific Country

In this graph we can further sort the success of a campaign sorted by category AND COUNTRY. This allows us insight into where Kickstarter is most used and which industries are more successful for certain countries. USA and Great Britain account for nearly 88 percent of all

| Count of state	Column Labels			
Row Labels	successful	live	failed	canceled	Grand Total
---	---	---	---	---	---
animation			100		100
art books			20		20
audio			24		24
children's books			40		40
classical music	40				40
documentary	180				180
drama			80		80
electronic music	40				40
faith		20	40		60
fiction			40		40
food trucks			120	20	140
gadgets			20		20
hardware	140				140
indie rock	140		20		160
jazz			60		60
makerspaces	9		11		20
metal	20				20
mobile games			40		40
musical	60		60	20	140
nature			20		20
nonfiction	60				60
people			20		20
photobooks	103		57		160
places			20		20
plays	694	19	353		1066
pop	40				40
radio & podcasts	20				20
restaurants			20		20
rock	260				260

Success of Campaign by Subcategory

This graph deepens the categories into subcategories. Rock music is by far the most successful subcategory in music; same for documentaries in film.

Some other graphs that could be interesting are with the category Staff Pick. Using the data to see which category the staff picked most and how successful was the campaign if it was staff picked. In this data set when a campaign was staff picked the success rate is 87% and failure rate is 12%. That is massive significant increase in success rate.

Category	(All)			
Years	(All)			

Count of state	Column Labels			
Row Labels	successful	failed	canceled	Grand Total
Jan	182	149	34	365
Feb	202	106	27	335
Mar	180	108	28	316
Apr	192	102	27	321
May	234	126	26	386
Jun	211	147	27	385
Jul	194	150	43	387
Aug	166	134	33	333
Sep	147	127	24	298
Oct	183	149	20	352
Nov	183	114	37	334
Dec	111	118	23	252
Grand Total	2185	1530	349	4064

State of Outcomes by Date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
successful	182	202	180	192	234	211	194	166	147	183	183	111
failed	149	106	108	102	126	147	150	134	127	149	114	118
canceled	34	27	28	27	26	27	43	33	24	20	37	23

This chart allows us to sort by categories and years to show us which month had the most success. May, June, and July are when the most Kickstarter campaigns were launched.

Goal	Number Successful	Number Failed	Number Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
Less than 1000	322	113	18	453	71%	25%	4%
1000 to 4999	932	420	60	1412	66%	30%	4%
5000 to 9999	381	283	52	716	53%	40%	7%
10000 to 14999	168	144	40	352	48%	41%	11%
15000 to 19999	94	90	17	201	47%	45%	8%
20000 to 24999	62	72	14	148	42%	49%	9%
25000 to 29999	55	64	18	137	40%	47%	13%
30000 to 34999	32	37	13	82	39%	45%	16%
35000 to 39999	26	22	7	55	47%	40%	13%
40000 to 44999	21	16	6	43	49%	37%	14%
45000 to 49999	6	11	4	21	29%	52%	19%
Greater than or equal to 50000	86	258	100	444	19%	58%	23%

Outcomes Based on Goals
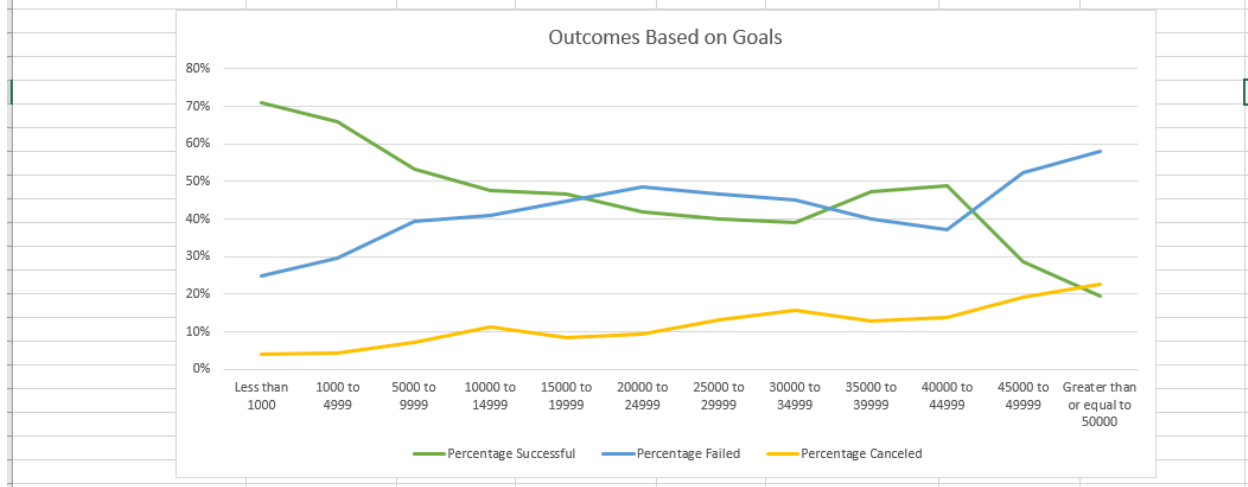
The above graph shows the success, fail, and canceled rate of campaigns based on their goal dollar amount. Naturally, the loftier of a goal the less success the campaign had. There is sharp decline in success rate after $45,000

Outcome	Backer Count		Outcome	Backer Count		Successful Data			Failed Data	
successful	163		failed	37		Mean	194.42517		Mean	17.7098
successful	2035		failed	10		Median	62		Median	4
successful	711		failed	96		Minimum	1		Minimum	0
successful	26457		failed	890		Maximum	26457		Maximum	1293
successful	3		failed	12		Variance	712840.99		Variance	3773.222
successful	3663		failed	456		Standard Dev	844.29911		Standard Dev	61.42656
successful	35		failed	37						
successful	1980		failed	21						
successful	206		failed	36						

The above graph looks at the normalization data of successful and failed campaigns based on the number of backers. This failed data is more normal thus gives a more accurate understanding of the sample. The success data does have many outliers that skew the data significantly right. This causes the median to be a better number for the usual number of backers than the actual average. Also, the successful campaigns have significantly more variability to the number of ways a campaign can succeed i.e. staff influence, wealthy donor, numerous small donations… The variance and standard deviation are magnitudes higher for successful campaigns than failed ones.