

KICKSTARTER ANALYSIS

Over two billion dollars have been raised using the massively successful crowd funding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success.

OBJECTIVES

This is an Excel Analysis of four thousand past Kickstarter projects to uncover hidden trends by examining the funding process and success rate.

Based on the excel analysis, the following reports can be gotten.

CONCLUSIONS

Given the data provided, in general, Kickstarter projects are (53.8%) more likely to be successful than to fail (37.6%) or get cancelled (8.6%). Categorizing them base on the successful rate, we see Kickstarter more likely to succeed in some categories than the other. For instance, three successful outcomes for Kickstarter are; Theater (82%), Music (60%), Film and video (55%). On the other hand, those with low successful rates were; food (20%), games (35%) and publishing (50%). From the data, it was also seen that technology projects get canceled about a third of the time. Overall, data analyzed shows that about fifty percent of the projects in Kickstarter are successful.

Analysis from the sub- categories shows that classical music, play, hardware, metal, non-fiction, radio and podcast, rock, shorts, small batch, table-top games, and television have about a hundred percent success rate. Also, there were also sub-categories that were hundred percent unsuccessful, and they are; animation, drama, fiction, places, faith, food trucks, restaurants, translations, jazz, mobile games, nature, people, video games, children's books, gadgets, and web. It is however still necessary to state that the numbers may not be statistically significant because the sample given is smaller for us to get accurate numbers. In summary of the above data, we see that plays are popular projects in Kickstarter that happen to be successful.

The last part of this analysis shows the projects trends in the course of the year. From the graph analysis, there is a drastic decrease in the rate of success after the sixth month. This conclude that most of the success rate happens in the first half part of the year with a drastic decrease in the rate towards the end part of the year.

In conclusion, critical study on the data trends shows that the goals are a major factor in determining the successful rate. The lower the goal, the higher the successful rate and vice versa

LIMITATION

Since it is concluded that the sample given is smaller, this hinders us to have numbers that are statistically relevant due to the sample size. Hence, we need to derive how these results can be statistically meaningful.

CONSIDERATIONS

Also, more information is needed on the “successful” state. This is true because States who succeeded on delivering its product and services still needs to be further analyzed to see how many of the projects and campaigns ended up being profitable.