

Kickstarter Fund Campaign Analysis

How can project funders create a successful campaign

General Assembly:
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Project Background

Company

Kickstarter, the crowdfunding platform, is thinking about providing a consulting service to project founders to help its customers create more successful crowdfunding campaigns.

Project Goal

Provide recommendations for project funders to create successful Kickstarter funding campaign based on:

- Time
- Location
- Type of category and subcategory

Metric

Amount pledged for the campaign meet expected goal.

Data Summary

Overview 1

Required data cleaning into an analytics ready format. Such as remove duplicate, remove blank that are less relevant to the analysis, correct misspelling, and change Date type.

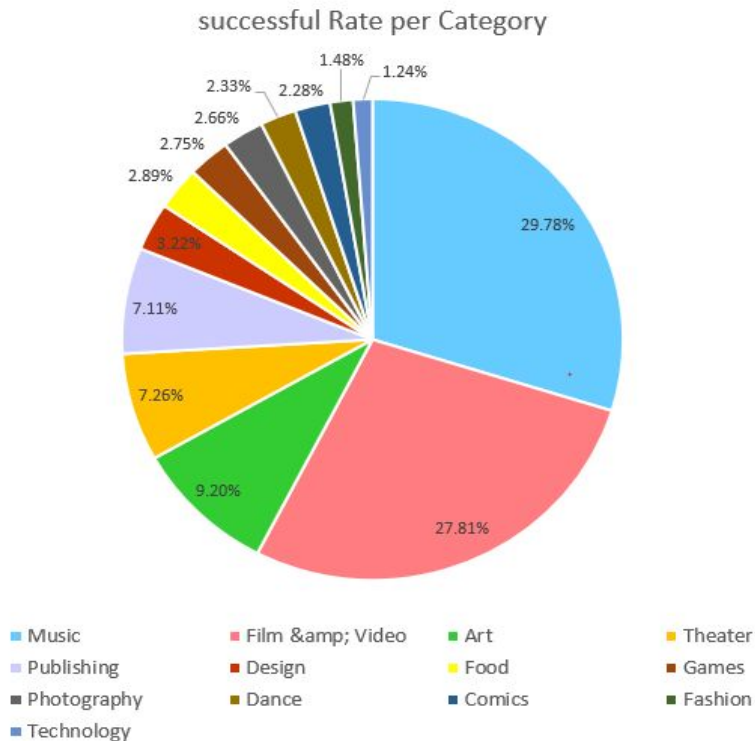
Overview 2

More than 44k unique funding projects from May 2009 to August 2012.

Overview 3

The projects covered 13 different types of campaigns throughout U.S.

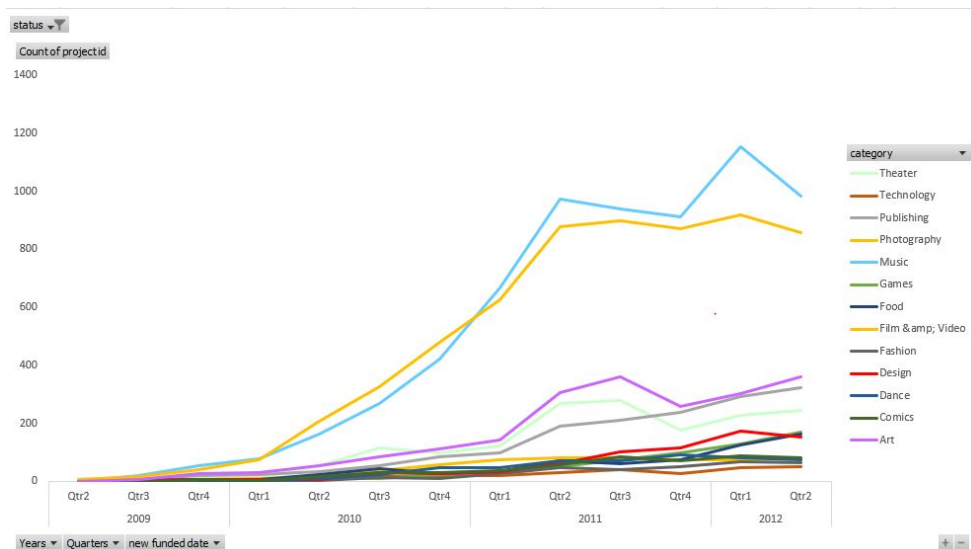
Overview of fund types that pledged successfully



From 2009 – 2012, the top three category of campaigns are:

- Music: ~30%
- Film & Video: ~28%
- Art: ~9%

Overview of fund types that pledged successfully (Continue)



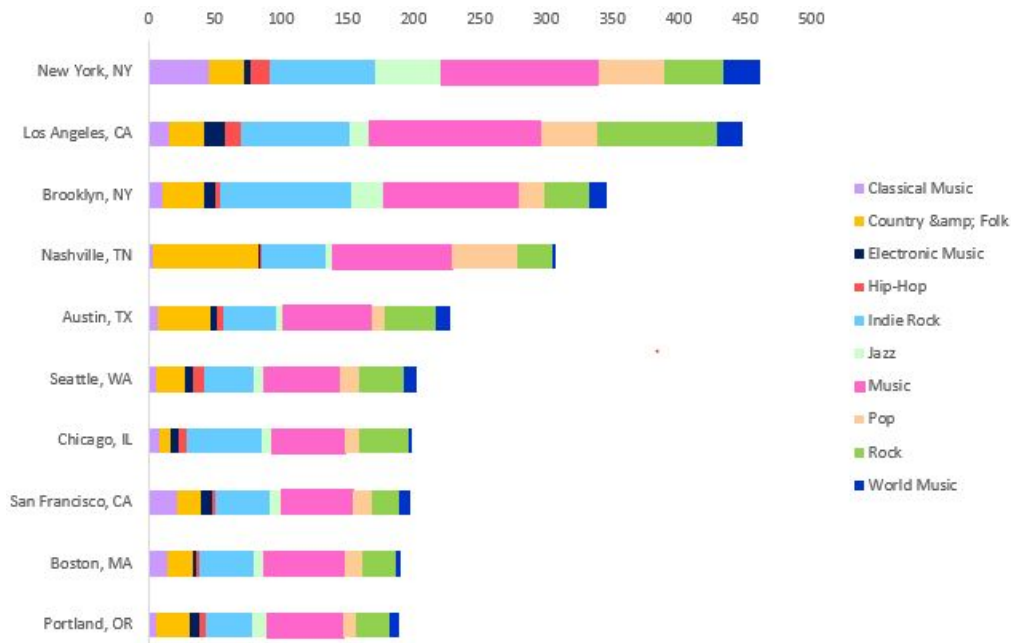
- Less fund pledged successfully during 2009 possibly due to the Great Recession.
- Music and Film had a big take off starting Q1 2010 as the economy started to recovered.
- For the most part, the type of successful rate for the funds are positively correlated.
 - Q2 2011: Music, Film, Art, Theater, Publishing spiked
 - Q4 2011: most of the campaign took a dived

Overview of Music Genre

Subcategory	# of successful projects	Average of duration
Music	29%	39
Indie Rock	20%	39
Rock	17%	39
Country & Folk	11%	37
Pop	7%	38
Classical Music	5%	39
Jazz	4%	40
World Music	4%	39
Hip-Hop	2%	38
Electronic Music	2%	38

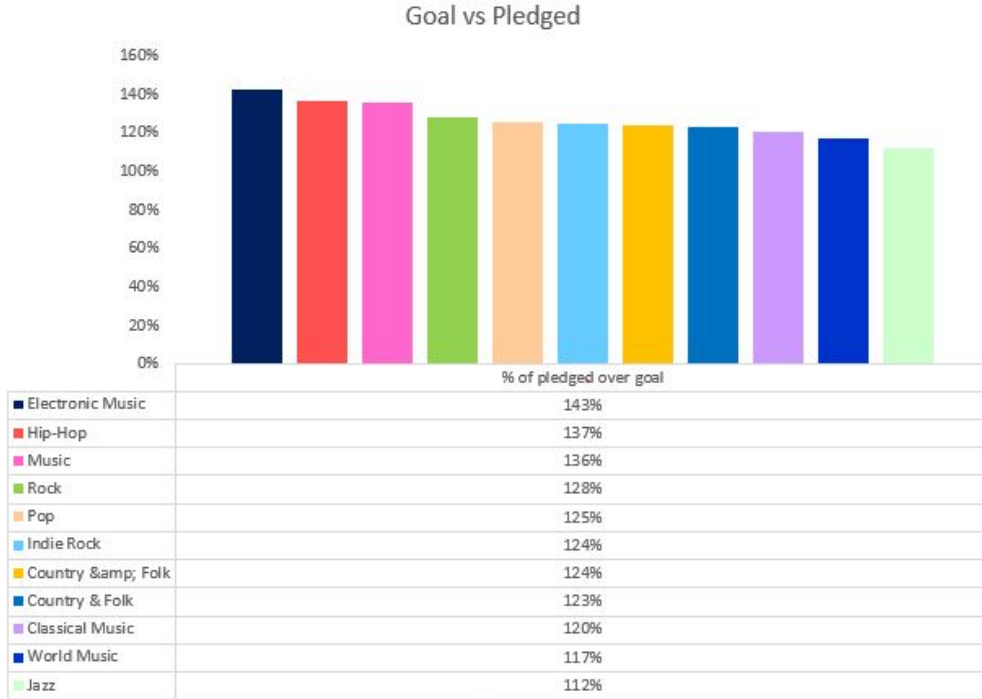
- Overall, Music (general) has the highest amount of success.
- Music campaign usually run between 37 – 40 days.

Top 10 locations per genre



- Overall, New York City is the most pledged city
- Music (general) is most popular in LA
- Indie Rock is most popular in Brooklyn
- Rock is most popular in LA
- Country & Folk is most popular in Nashville

Genre that have the highest pledged vs goal



- Electronic Music, Hip Hop, and Music are the top three genre exceeding goal the most
- The best place to target these campaigns are:
 - E - music: LA, Brooklyn, NY
 - Hip Hop: New York, LA, Seattle
 - Music: LA, New York, Brooklyn

Takeaways: what, when, where to established a successful campaign

- Music (30%), Film & Video (28%), or Art (9%) are the most successful types of campaign
- Music campaign usually run for 37 - 40 days
- Top city to target a music campaigns and the genres are:
 - New York City: Music (general)
 - Brooklyn: Indie Rock
 - Los Angeles: Rock
 - Nashville: Country & Folk
- The genre that have pledged exceeding goal the most are:
 - E-music: LA, Brooklyn, NY
 - Hip Hop: New York, LA, Seattle





Thank You!