Kickstart My Chart Report

By William Enriquez

An analysis of 4114 Kickstart records reveals the following hidden trends.

1. The number of backers of successful campaigns has a greater variance than unsuccessful ones. This is reflective of the wide range which includes a low number of “Sugar Daddy” donors to highly popular endeavors with over 26K backers. Unsuccessful campaigns didn’t draw sufficient variation of backers to meet their goals.
2. Successful campaigns have an average of 194 backers compared to a mean of 20 for unsuccessful ones. So increasing the number of backers improves your likelihood of meeting your goal.
3. Smaller goals are generally more successful. Achieving larger goals appears to be a greater challenge.

One limitation of this data is that we do not get details of their marketing approach. Is the small blurb the extent of the marketing? How the word gets circulated to inspire backers is a major consideration.

A color-coded scatter diagram would be helpful to depict patterns between the number of backers and the success of failure of achieving the goal.