Report on Kickstarter Data

Summary of Findings

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Executive Summary

* Arts projects are enormously popular as kickstarter projects, and also have high rates of crowd funding. There are more projects in performing arts categories: theater, music, and film/video, with highest overall funding rates.
* The project subcategories most likely to be funded are electronic hardware projects, rock music projects (tours, albums, etc), and documentaries.
* An individual or team looking for funding may have better success if they launch acampaign earlier in the year. The highest-performing campaigns are started between February and May.

Limitations: analysis below is based on data specific to kickstarter campaign projects. External data, such as economic activity, consumer spending, or backer information (income levels, motivations, etc) is included.

Additional analysis opportunities:

* Comparing launch dates with project category/subcategory
* Funding success by country
* How much “staff picks” impact funding success.
* Success by donation size.

Performing arts categories comprise the largest of number projects on kickstarter. Projects in the Theater, Music, and Film/Video are the most likely to be funded, with a success rate of >58%.

In contrast, Journalism projects are the least successful category, with 100% of them being canceled prior to reaching the funding deadline. Technology has a high number of projects, but a much lower success rate.

According to the data supplied, projects related to popular music genres (specifically rock music) will enjoy funding success, as will documentaries. Both subcategories are within the larger parent categories above.

Separate from the popular parent categories above, electronic hardware devices also enjoyed success, though the larger parent category of technology is not as successful. This indicates that project backers are more interested in “gadgets” rather than other technology-based projects.

Campaigns launched in the 1st half of the year are more likely to meet funding goals than projects launched in the 2nd half. Over the period of time indicated in the data set, projects launched between February and May enjoy higher success rates. The data set does not include information external to kickstarter funding, so additional correlations are currently speculation only.

Current limitations include:

* No external data is present to correlate successful funding with other variables, such as economic pressures, monthly/quarterly consumer spending, or backers’ motivations.

Additional TablesNo additional correlations between project categories and month launced have been included in this repot