Kickstart my Chart

Our objective in this assignment was to find relevant market trends based on the provided dataset of approximately 4,000 past Kickstarter campaigns that were focused primarily on arts and entertainment projects. In general, our goal was finding trends that could help us shed some light on the success or failure of projects based on various criteria.

Our analysis of this Kickstarter campaign dataset allowed us to make certain observations and draw the following conclusions (Charts 1-4 follow):

* The most prevalent campaign by a wide margin was in the **theater** category, which had the highest number of successful campaigns (as well as the highest number of failed ones), with approximately 6 out of 10 **theater** campaigns having a successful outcome. The **journalism** campaign did not manage to muster even one successful outcome, while the **music** campaign had the highest ratio of successful outcomes. (See Chart 1). A table showing how the staff performed in correctly selecting which campaigns were successful would be interesting.
* The most prevalent and successful sub-category campaign was **plays**. In relative terms, however, there were ten subcategories of campaigns – **classical music, documentary, hardware, non-fiction, pop, radio and podcasts, rock, shorts, tabletop games** and **television** – that were 100% successful. (See Chart 2). A graph showing the success ratio of each of the sub-categories would be helpful.
* The month in which these campaigns are launched in Kickstarter seems to matter. Successful campaigns peaked in May and began to trend downwards in the summer months, with failed campaigns rising during these same months. Successful campaigns began to ascend once again in relative terms in October and November with a sharp fall in December. (See Chart 3). A graph or table showing the average time it took reach its goal from launch date to end date based on the amount of the goal would have been helpful to visualize. Also, a table showing which day(s) of the week had the most donations would be interesting as well.
* Campaigns which had a funding goal of less than $1,000 had the highest success rate with 71%, while those with a goal of more than $50,000 had the lowest success rate with 19%. Except for campaign goal cohorts of $35,000 to $39,999 and $40,000 to $44,999, the success rate decreased as the campaign goal increased. This variance in the trend may be explained by the lower number of total projects launched, though the projects in the $50,000 cohort were relatively high with 444 total projects as compared to campaign projects with goals between $10,000 to $49,999. (See Chart 4).
* Like all datasets, the Kickstarter dataset has limitations. For starters, it is important to emphasize that approximately 89% of the total projects came from Great Britain and the U.S., which may skew the results from a global perspective. Also, it is not possible to know whether or not a contributing factor to the success or failure of a campaign was based on the idea (“blurb”) of the project as opposed to the category or sub-category of the project. Also, although we were able to pull the average donation of each project from the amount pledgeddivided by the number of backers**,** we were unable to determine whether or not the success of a project was a result of a very limited number of donors who donated relatively large amounts.

Chart 1: Success/Failure of Campaign Categories

Chart 2: Success/Failure of Campaign Sub-Categories



Chart 3: Success/Failure of Campaign based on Month

Chart 4: Success/Failure based on Amount of Goal

