Kickstarter Campaigns

# Trends: May 2009 – March 2017

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1. Three Conclusions about Kickstarter Campaigns
   1. Conclusion 1: Categories: “Theater”, “Music”, and “Film & Television” seem to be the most successful campaigns with more than 50% success rates.
   2. Conclusion 2: The sub-category of Plays show as the most successful campaigns over all other sub-categories.
   3. Conclusion 3: Most successful campaigns are achieved during the first 6 months of the year, with its highest peak at 234 campaigns in May. After May, successful campaigns gradually decline, with a slight increase in October, but dip to the lowest in December at 111 campaigns. For failed campaigns, lowest instances occur between the months of February through April with its lowest at 102 campaigns, then steadily rises until July, then decreases, but rises also around October, and declines through December. Canceled campaigns remain consistently low throughout the year under 45 campaigns.
2. Most Parent Categories are divided into sub-categories, while the data for Theater is not split into genres of plays. Rather than specific genres of plays, for example, drama or comedy, the data only shows one sub-category of plays; in turn, making this the most successful type of campaigns for Kickstarter Campaigns. For other Parent Categories like Music, for example, there are sub-categories of “jazz”, “classical music”, “metal”, “rock”, “indie rock”, “pop”, “world music”; whereas “play” does not specify what type of “theater”.
3. It may be insightful to create a table and chart:
   1. to see if the “goal” has an effect on the “state”. Ie: goal vs state (w/filter Parent Category).
   2. to see if the number of days for the campaign has any effect on the “state”. Ie: (Date End Conversion – Date Created Conversion) vs. state (w/filter category).