Memo To: Stakeholders

From: Marina Staber

Date: August 2019

Subject: Kickstarter Hidden Trends

**Objective:**

Identify key factors of Kickstarter crowdfunding campaigns to determine possible factors of success. Generate observable trends and analysis through the dataset provided.

**Dataset Conclusions:**

1. Categories theater and music represented the highest quantity of successful and of attempted campaigns. These results suggest Kickstarter is either campaigner- or consumer-identified as a practical crowdfunding platform for theater or for music projects.
   1. Categories theater and music represented the highest percentages of successful campaigns and of attempted campaigns. The proportional successes of music and of theater suggest a high campaigner and consumer interest in performing arts, specifically those viable in public venues.
2. Campaign goals less than $1K, between $1K and $4999, and between $5K and $9999 represented the highest percentages of successfully funded campaigns. This could be attributed to the typically smaller scale of projects launched through crowdfunding sources.
3. The highest number of successful campaigns were launched in May, June, and February respectively. This suggests springtime as an ideal launch window.
   1. The decreased number of successful campaigns during other times of year may be inversely related to cyclical consumer discretionary spending, which tends to increase during summer, fall, and winter months.
   2. The month-over-month trend of failed campaigns imitated the trend of successful campaigns, only at a lower number point. Successful campaigns and failed campaigns shortened their gap in January and inverted in December, again suggesting cyclical consumer spending during common holidays.
   3. Canceled campaigns remained nearly linear regardless of launch month, suggesting those projects were determined infeasible by campaigners and not by consumer discretionary spending trends.

Accumulated conclusions suggest a campaign under category theater, launched in May, with a goal of less than $1K, is assumed to have the highest likelihood of success.

**Dataset Limitations**

1. This dataset samples 4,114 projects of at least 300,000 recorded projects in Kickstarter over eight years. It is not known what selection criteria was used to create this sample size at 1.4%.
2. The sample size may spread too thin per year to account for national or international limiting events, such as recessions, military involvement, natural disaster, or political disaster.
3. This dataset only contains project results from Kickstarter and does not include data from alternate crowdfunding platforms e.g. GoFundMe. Alternate platforms may return different observable funding trends.

**Additional Tables / Graphs to Consider**

1. Filtering by country may reveal how the following proxies impact campaign trends. Results may only be considered correlational, not causal.
   1. Cultural priorities on project category or sub-category success
   2. National GDP per capita on average donor backing amount or donor participation rate
   3. Average internet access, speed, or cost on donor participation
2. A table comparing the proportion of success between campaigns picked by staff and campaigns not highlighted by staff may reveal how the staff pick impacts project success.