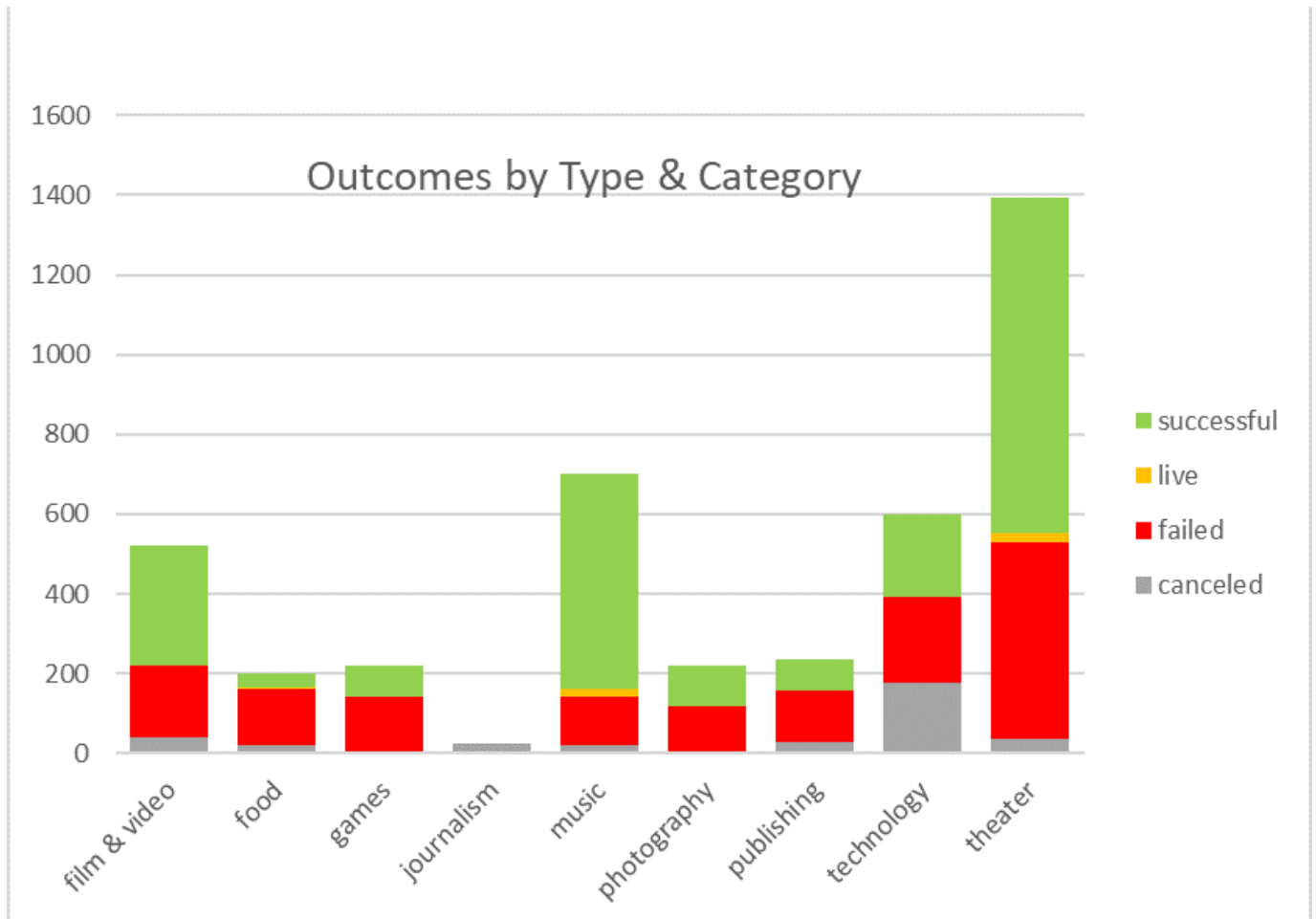# KICKSTARTER DATA REVIEW

Descriptive Data Analysis with Excel

Prepared by:

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KICKSTARTER CAMPAIGN CONCLUSION #1

Descriptive statistics on campaign outcomes by parent category


Parent categories in all country data show wide variation in total number of campaigns and ratios of the four campaign status categories reported. Descriptive notes include:

- The "theater" category had the highest total number of campaigns (n=1,393) and the highest number of successful campaigns (n=839).
- The "music" category had the second highest total number of campaigns (n=700) and the highest percentage of successful campaigns of all categories (n=540).
- The "technology" category had the most equal ratio statuses (excluding the "live" status which represents campaigns still active.
- The "journalism" category had the lowest total number of campaigns (n=24) and the fewest successful (n=0).

KICKSTARTER CAMPAIGN CONCLUSION #2

Descriptive statistics on campaign outcomes by sub-category


Outcomes by Type & Sub-Category
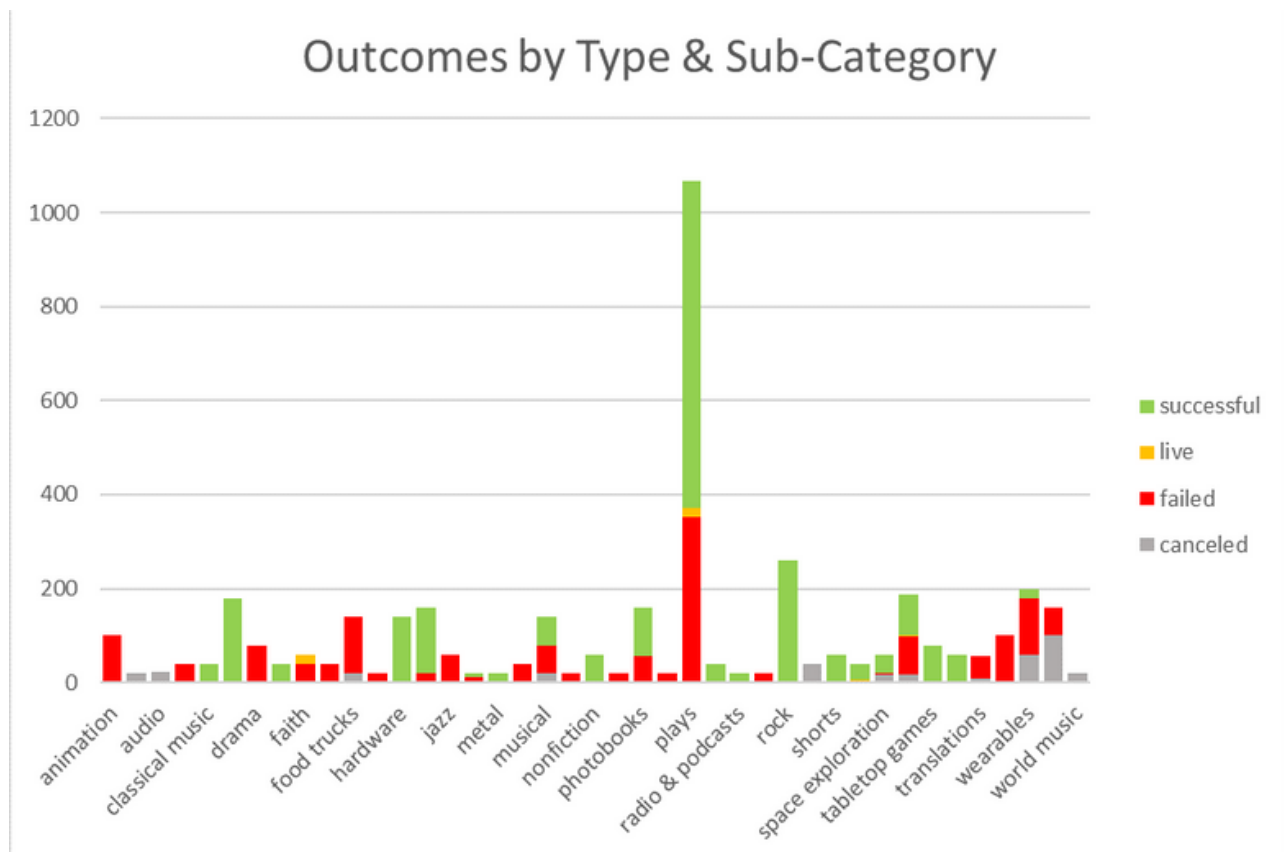
Looking at all country data the sub-category "plays" is a clear outlier in this graph which shows it has by far the highest total campaigns (n=1,066) and the highest number of successful campaigns (n=694). Descriptive notes include:

- Several smaller categories failed all campaigns (animation, drama, fiction, gadgets, translations, video games.
- Several categories were successful in all campaigns (classical music, documentary, hardware, pop, rock, shorts, tabletop games).

- The "plays" sub-category is so much larger than the rest that it may warrant a further breakdown.
- A total of 11 sub-categories accounted for all 349 cancellations. Most sub-categories had zero canceled campaigns.

KICKSTARTER CAMPAIGN CONCLUSION #3

Campaign outcome trends by type and month
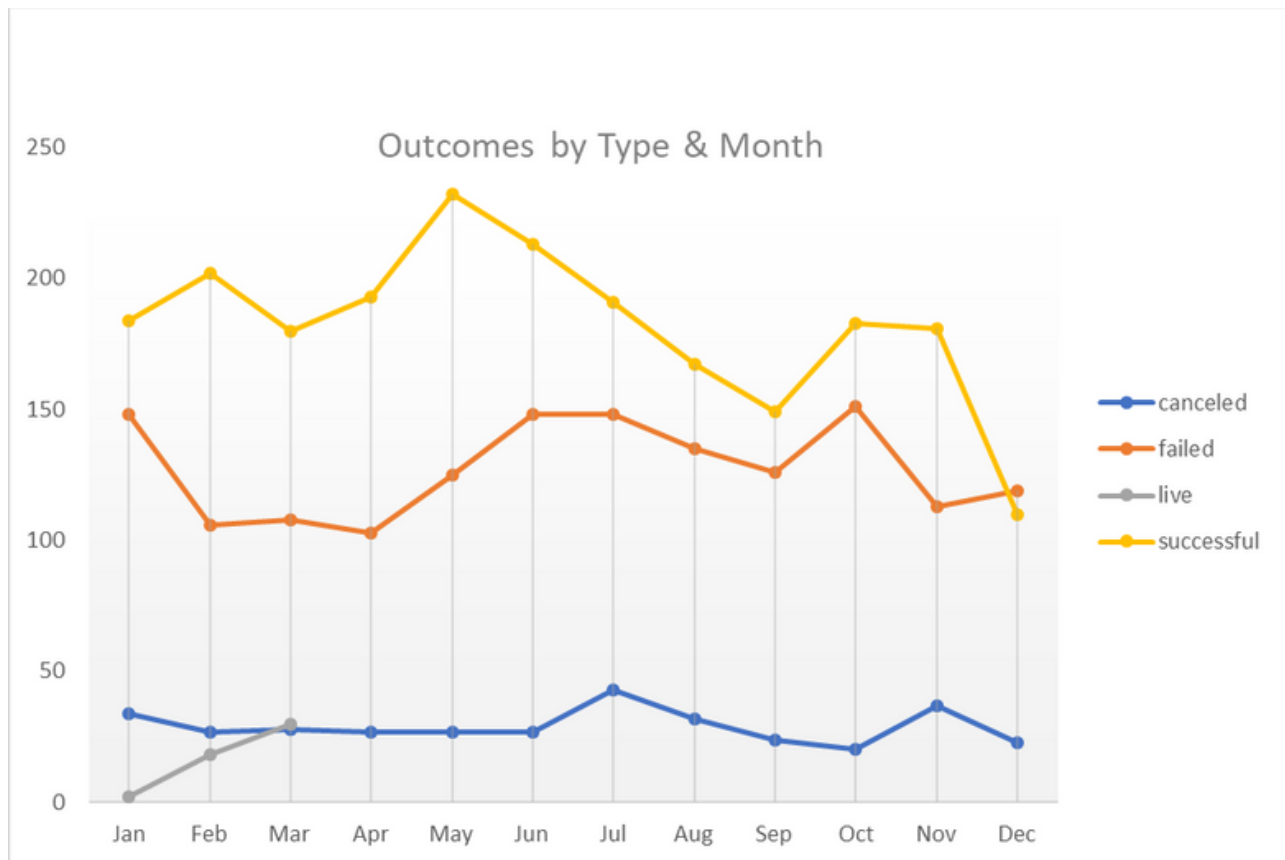
Successful campaigns are defined as those that meet or exceed their initial fundraising goal. The total number of successful campaigns peak in May (n=232) and drop to their lowest in December (n=110). Additional observations include:

- Fundraising is not equally distributed throughout the year.
- December coincides with winter holidays and increased consumer gift spending which may divert money that may have been used to fund a kickstarter campaign in another month.

- Failed campaigns have a similar trend line as successful campaigns. Whereas, the canceled trend line is more stable across months.
- External factors in these patterns should be further examined.

ADDITIONAL DATA ANALYSIS

- Use KickStarter's mission surrounds making the project dreams come true through their crowdfunding platform. Examining the characteristics associated with successfully funded campagins would be a helpful addition. KickStarter has an interest in increasing the proportion of projects that are successfully funded (defined as 100% or greater pledged amount of the project goal). Which data variables in the dataset are related to a successful outcome? Are they statistically significant? At what level of statistical significance? Examine funding status as the dependent variable and all those as potential independent variables.

- According to Investopedia (https://www.investopedia.com/ask/answers/120214/how-does-kickstarter-make-money.asp), Kickstarter's business revenue is 5% of all funds pledged by backers, regardless if the project was successfully funded in full or only funded partially. Some "failed" campaigns bring in more revenue for Kickstarter than some of the "successful" campaigns. With this in mind, examining the characteristics of the top quartile of projects that generated the most revenue for Kickstarter will lead to valuable revenue insights. Create new variable called revenue. Segment variable and use regression analysis to look at relationships between variables.

- What effect does the staff spotlight have on the status outcome, number of backers, and average amount pledged per backer? Use regression analysis to look at the relationship and impact of these variables.

Report by Cristalle Pronier