**Analysis of Kickstarter Project Funding States**

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With the data provided, an analysis of some 4000 different Kickstarter projects was performed. We will discuss what the data tells us, some of the limitations of the dataset, and further considerations.

1. With the data provided, we can paint a broad picture of the types of projects found on Kickstarter. Of the 4114 projects, 1393 projects are categorized in theater. Of these, 1066 are plays, while the remaining are categorized as musicals and spaces. We can conclude that most Kickstarter projects are used to try and fund productions of staged plays. The number of successful theater projects backed is 839, with 493 failing to reach their goal and 37 cancelling the project. 24 theater projects were live at the time of data collection.

On the opposite, the category with the smallest number of projects is Journalism with only 24. Even more interesting, every one of the journalism projects were cancelled.

**Overall, entertainment categories are the dominant projects on Kickstarter**. Theatre, Film & Video, and Music are among the top projects looking for funding. Technology is the next highest category, while projects focusing on photography, games, and foods are fewer, hovering around 200 projects in each category.

The background says that only a third of projects have a positive funding outcome. However, our dataset shows that about 53% of the projects we are given were successful, while only about 37% failed.

Looking at the subcategories, twelve projects were complete successes, such as documentary films, rock music projects, short film projects, and television projects. This bolsters the conclusion that entertainment categories are the most likely to succeed at funding. There are subcategories that show that entertainment isn’t a guaranteed success, however. Every video game Kickstarter failed, as well as mobile games and jazz projects. On the other hand, subcategories such as food trucks, faith, and restaurants had zero successful backings and all failed. Three subcategories in publishing, art books, audio books, and science fiction, were completely canceled and neither succeeded nor failed.

Looking at subcategories, it is clear from the full data that plays were the overall largest project to look for funding from Kickstarter. Not only that, plays were also the most successful, with 694 out of 1066 being successfully funded.

Where in the world is the best place to try and get a project funded? Looking at the overall number of projects and success rate, the United States is the dominant country for Kickstarter projects at 3038 overall. Out of these, 1651 were funded. If you want to be successful at your Kickstarter campaign, it might be of benefit to move to Luxembourg or Singapore. Both nations had only two Kickstarter projects, however both were successes. You would also have a bit better luck in Mexico, where out of twelve projects, eight were successful. You have the same luck in Hong Kong with three projects total and only one being a failure. Your worst bet would be to move to the Netherlands, where out of twenty-one projects only two succeeded. Norway had two successful projects out of seven, and New Zealanders tried to fund twelve projects, with only three being successful.

1. The dataset finds some limitations on its total size. A cursory Google search shows that as of October 2019 there were some 461,628 projects on Kickstarter. Thus, we are looking at probably only about 0.01% of the available projects on Kickstarter. While 4,000 is a seemingly large value, and we can see some interesting trends with the data, if we wanted to perform a deeper, more detailed analysis, we would need to pull much more data. While Excel can handle more data, the limitations on computer performance and Excel increase as the size of the workbook does, and eventually Excel would be unwieldy and an improper tool to analyze larger data sets.

Our data only goes to about 2017 as well. Again, we are able to get a cursory glance at trends in the data, however, in those intervening years certain projects have garnered more attention (i.e. Critical Role’s Kickstarter to produce an animated series which was fully funded in about a day). What effect do popular projects have on others? It would be an interesting avenue to examine.

1. We produced three plots: two bar graphs based on category and sub-category of projects and their state, as well as a line plot that showed the state of projects over time. While we are able to filter these plots by their respective categories, subcategories, and dates, we could also produce plots that examine how certain categories did compared to other categories (for example, a visual representation on the number of theater projects and their states versus technology and its states, as well as the subcategories as well.

Subcategory by time would also be interesting. What year was a specific category more popular, or more successful? With that information more investigation could be performed. *Why* was that subcategory popular in that year? Was it a specific project that garnered a lot of attention (for example, data for 2019 would show a spike when the Critical Role Kickstarter went live).

We only used a few categories for our analysis. What if we used others? For example, what role does the blurb play, if any? Did the description of a project have a major impact? I can imagine it wouldn’t for more popular projects, but for smaller ones, it could make the difference. What makes a great blurb if you aren’t a popular project yet? What about the spotlight, does that have a major impact on a project? We could examine when a project was in the spotlight, and how the funding was going before and after that time.

It would be interesting to compare the success and failures of each subcategory to the overall production outside of Kickstarter. For example, it would be interesting to compare what percentage of music produced in a year is jazz music and compare the popularity of jazz to other types of music to see if a trend is visible or not. Jazz was not a successful avenue for Kickstarter; is it a successful product in the music industry?