Analysis of Kickstarter Campaigns:

*What Determines Success?*

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**CONCLUSIONS**

The projected success of a Kickstarter campaign can seem fickle and ultimately difficult to predict. By drilling down into our dataset, we can make three clear conclusions regarding those campaigns which find success and their failed counterparts.

The first revolves around the monetary contribution goal of a campaign. Cheaper campaigns tend to be more successful than more expensive ones. Campaigns with a goal of $5000 or less have a ~70% chance of success and this rate trends downward as the goal increases, with campaigns aiming for $50,000 or more experiencing only a ~20% success rate. One should be discouraged from setting their donation target too high if they are trying to minimize the risk of failure.

The second clear trend is regarding *when* a campaign might be most successful. Our data shows that the highest number of successful campaigns are found in February and May. Consequently, these months also happen to have the lowest numbers of failed campaigns. The highest numbers of failed campaigns occur in June, July, October, and January. December is a dismal month for Kickstarters and the number of failures is actually higher than those successful. The late summer months (July, August, September) are also unfavorable because the ratio of successes to failures nears 1:1, meaning it is more of a toss-up whether one will reach their goal. It would be advisable for one to launch their campaign in the period from February to June to experience the highest likelihood of success.

Our third and final conclusion is about what *type* of campaigns are more likely to succeed. Music is by far the most successful parent category on Kickstarter with approximately 78% of those campaigns finding success. Film & Video along with Theater campaigns also enjoy a majority-successful distribution. Food, Games, Publishing, and Technology all have less favorable chances of success with Food being the worst at only a 17% success rate while the others hover at about 30%. Furthermore, within the music category, 5 sub-categories had a 100% success rate: classical music, electronic, metal, pop, and rock. Within Film & Video, documentary and television also were 100% successful.