**Analysis: Starter Spreadsheet**

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**Three conclusions from the data**

1. Arts projects are the most successful campaigns on Kickstarter. Theater and music have the highest success rates (77% and 58%). There are more plays on Kickstarter and they have a higher than average success rate (65% v. 53 %). Performance across some categories varies signifanctly. In music, several subcategories have 100% success rate (rock, classical, and electronic), but others 100% failed or cancelled (jazz and world music).
2. Projects that are commercial ventures largely fail. Attempts to start video games, restaurants, and food trucks didn’t meet their goals. All journalism projects were cancelled, presumably because they weren’t getting financial support.
3. The best time of year to start a Kickstarter campaign is in the spring. The success rate peaks for projects that start in May and falls throughout the summer. After a brief increase in October and November, it drops to the lowest level in December. The failure and cancelled rates are relatively stable across all years.

**Limitations of the data set**

1. We don’t know what the “id” is in column A.
2. The data don’t show how the marketing support behind the projects. Projects with well-organized social media campaigns and online marketing budgets have a distinct advantage over those who don’t. Some of the most successful subcategories (e.g., plays, rock, and documentaries) traditionally have organizations that have support from marketing and development in their organizations (i.e., theaters, production companies, and musical promoters). Some of the least successful appear to be independent or small-scale projects without support behind them (e.g. jazz, children’s books, art books). I would like to know if success correlates with marketing budgets.
3. The data don’t provide the names of the organizations or individuals who run the projects. With that information, we would be able to identify whether specific organizations or individuals have developed a playbook for successfully completing Kickstarter campaigns. We also could compare the success rate of individuals vs. organizations. If we knew financial information (i.e., overall budgets and Kickstarter campaign budgets), we could see if money makes a difference.
4. The data for currency isn’t provided in a common metric. Without a program to convert currencies to American dollars or Euros, we aren’t able to compare the size of budgets across countries. If we wanted to compare projects by budgets, we would have to do within countries.

**Other graphs and tables**

* Goal and percent raised by country
* Staff pick as a filter for category and state
* Number of backers as a filter for state and category