Kickstarter Analysis

After analyzing the data, there are a few conclusions we can draw. First, the most overwhelming truth of the data is that the theater category has the most successful number of Kickstarter’s by far, with 839. Plays are the leading sub category with 694 successful Kickstarter campaigns. It’s interesting to note that the most successful sub categories, by percentage, are documentaries and rock. Both sub categories have a 100% Kickstarter success rate. Both of these target very specific audiences, and I think this shows in their success rate. Finally, assuming the correlation is consistent, the lower you set your Kickstarter goal, the more likely your campaign is to be successful. The highest success rates were seen at the less than 1000 range, and the 1000 to 4999 range. These ranges sat at success rates of 71% and 66% rates respectively. This is consistent with the highest ranges showing the largest percentage failed rates. I believe this shows that the better you manage expectations, the better you can deliver. Set the bar too high, and the hype and expectations from your funders get too high.

While the data shown is extensive, there are still some limitations. First, the data isn’t complete yet. There are Kickstarters that are still live, therefore we don’t know their conclusion yet. We could also dive deeper into the Kickstarter subcategories as well. Film and Video has a subcategory that is just “Television.” There are so many different types of television, as well as places to have your content, I feel like there is not enough data in this category to draw a conclusion.

There are different ways the data could be shown visually as well to paint a different picture. The subcategories could be shown in a line chart instead of a bar graph, to show the closer ranges, instead of one being the overwhelming majority.