Kickstarter Campaign Findings

1. What are three conclusions we can make about kickstarter campaigns given the provided data?
   1. Overall, 53% of kickstarter campaigns are successful in meeting their funding goals. Projects related to the arts have the highest conversion rates, with Music, Theater and Film & Video projects leading the pack



* 1. Projects related to the arts are very popular, representing three of the top four categories in number of projects seeking funding. Conversely, journalism projects are not popular, representing only 1% of projects seeking funding. The prevalence of projects related to the arts may reflect the high conversion rates obtained by projects in this field. Since Kickstarter has almost a decade of experience, it could be that people attempting to fund projects in other fields look for other forms of funding.



* 1. There appears to be no seasonality both in projects needing funding and in terms of obtaining funding. A slight drop in both projects seeking funding and projects successfully attaining their funding goals in the months of September and December. Specifically, projects created during September are -13% lower than the average and have conversion rates that are four percentage points lower than the average. There are -26% fewer projects seeking funding in December and these are successfully funded 44% of the time, fully 9 percentage points below the average. This could be due to people’s attention and pocketbook being focused on Back to School activities and expenses in September and on the Holidays in December.



