# Kickstarter study SUMMARY

To summarize this exercise, I analyzed 4,114 Kickstarter data points in attempt to determine the trends that predict a successful campaign. In order to be considered “successful” the campaign must do 2 things: reach or exceed its goal. If, by the end of the campaign, it does not meet the goal, it falls into the cancelled or failed category. Below is my recap of the trends gathered from this data.

**What are the trends seen with category / sub category?**  From the data you can gather that “theater” is the highest occurring Kickstarter campaign over the 9 categories studied, and is also the most successful. This is based on the stack chart on *Stack\_category* tab. Additionally by the stack chart on *Stack\_sub category* tab, “plays” have the highest overall success in subcategories. Breaking that down ever further, the number of failed “plays” campaigns is almost half the number of successes (353 failures: 694 successes). Finally, the least successful Kickstarter category is journalism, with no successes and 24 canceled campaigns.

**When is the most successful time to start a campaign?** Based on the line graph in the Line *Graph\_category* tab, successful campaigns seem to hit a peak in the month of May. This is based on data ranging from 2009 to 2017. Another important note to take away from the same graph is that July has highest occurrence of canceled campaigns, whereas highest failures occur in January and October.

**What is the most successful campaign goal range?** Based on the line chart in the *Outcome Summary* tab, the campaigns with the highest percent of success occur when the goal falls between 0 - $1,000 USD. The analysis also shows roughly 71% projects are successful, while 25% fail, and 4% canceled.

Limitations of the dataset:

**One limitation I found is** a slight oversaturation of “theater” category that is skewing the data. This category of campaign has a very high volume, and on average, much smaller goal amounts. It tells you what market plays a big role on Kickstarter, but if you are looking for trends overall, you might need to consider an offset. The goal is likely reached more easily and brings the stats down.

**Another limitation is** poor granularity of pledge amounts. From a business & marketing standpoint, it would be helpful to know which categories of projects have backers with the highest contributions. The “Average Backer Amount” column does not really tell you much, especially if there is a large range among backers. The idea of fewer backers and higher contributions would maximize profits.

**Lastly, I found issues with the line chart graphing which month of the year campaign launches are most successful (and least successful).** Filtering down by year, it is hard to detect any specific month being predominant over other months. In the years where May held high ranking, there could have been a backer who donated a very large sum and the data does not tell you that. I would like to see at least double the data set before determining May is most successful month, and possibly more granularity on the backer amounts.

Consideration on other tables/graphs:

It would be interesting to see if a specific goal threshold AND a specific campaign duration predicts the outcome of a campaign, ***based on the category***. It would be important to know this so that people planning a Kickstarter falling within that same category, could use this as a benchmark. I created a bar chart of the top 10 most occurring campaign durations vs. goal average. Then filtered by outcome & category (i.e. successful & theater). Lastly, I added a column for “min goal” for comparison to “average goal”. For a 31-day theater campaign, the average successful goal is $100,000.