KICKSTARTER FUNDING ANALYSIS

CONCLUSIONS

One can draw several conclusions about Kickstarter campaigns within the categories analyzed for all dates and countries available. Journalism, food trucks and restaurant projects have zero chance of being successful based on the projects analyzed. Within the games category, only projects involving tabletop games are likely to succeed compared to other types of gaming projects. Projects involving rock music including those involving indie rock are among the most successful project subcategory among the music projects analyzed. Nonfiction and radio/podcasts projects are most likely to be successful among publishing projects analyzed. One would best be advised to start one’s project in May and not December based on the successful projects analyzed and their respective fund raising start date. Lastly, one should expect little success in meeting one’s goal if the goal is to raise more than $50,000.

LIMITATIONS

Some limitations of the data, involve the following:

1. There was no bias among whether a project was funded based on its category or subcategory. Highly doubtful given “only a third have made it through the funding process with a positive outcome” and the over 50% of the projects analyzed were successful.
2. There were equal number of potential backers and dollars available per subcategory within each category.
3. Kickstarter Projects can only fit in one and only one type of category/subcategory from among all possible categories.
4. “Staff pick” had no influence on the project’s success.

ADDITIONAL RECOMMENDATIONS

The following analyses are recommended to provide additional insight into the funding of Kickstarter projects:

1. A scatter plot depicting average donation vs success/failure of projects analyzed.
2. An analysis involving length of campaign vs success/failure of projects analyzed.
3. An analysis and plot of the percent funded for a projects analyzed vs average donation.