Kickstarter Campaign Analysis

The attached Excel document contains data and analysis regarding roughly 4000 kick starter campaigns. Much information can be gleaned from this analysis. Here are a few things that were discovered.

1. The total number of kick starter campaigns per month was relatively consistent although successful campaigns tended it to trend higher from the months of April through July.
2. In regard to the number of campaigns, plays, music, and film/video were the top three far outnumbering other categories. Kickstarter campaigns in support of plays, in particular, numbered 1066 with the next closest category being rock music with a total of 260 campaigns of which were all successful.
3. Successful campaigns outnumbered failed, canceled, and live campaigns combined.

Demographic data such as age, sex and race was limited in the areas of backers, campaigners, categories, subcategories, etc.

Other possible data tables and graphs include:

* Average donations vs. percent funded
* Amount raised in USD vs. other forms of currency
* The length of the campaigns vs. the financial goals

Based on the data collected it appears the crowd funding space is alive and kicking…

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