# Kickstarter Campaigns

## Conclusions

1. Theatre is by far the most popular category for Kickstarter campaigns with almost double the number of campaigns as compared to the second most popular category which is music. Music, however, has a higher success rate at 77% than theatre at 60%. Journalism is not only the least popular choice for Kickstarter campaigns but also has had every one of its attempts cancelled.
2. Of the theatre category, it’s mostly dominated by plays which make up 77% of this category so it seems that backers either really love their plays or know the community interest is there to ensure success.
3. The popularity of Kickstarter campaigns appears to be increasing in the early years of this dataset and peaks in 2015 before starting to slowly decline again. (Note: a quick check, outside the scope of this assignment, shows that of the years in questions, the U.S. GDP peaked in 2015 which agrees with the data and people’s appetite for spending. The check of the U.S. GDP for a dataset for multiple countries around the world was triggered by the limitation listed below). There doesn’t appear to be an obvious seasonal variability to speak of.

## Limitations

Approximately 74% of the Kickstarter campaigns in this dataset occurred in the U.S. At a glance, it looks like the dataset is covering 21 countries around the world but in reality, it’s very US focused. So, the success of campaigns will be skewed to the categories/sub-categories that are of interest in the US and may not necessarily translate to other countries on the list.

I would exclude the years 2009 and 2017 as they are incomplete which would also result in the 2017 live campaigns being excluded. Incomplete years can skew the results when viewing success rates on a yearly basis and the live campaigns don’t provide us with any useful insights due to their status.

### Future Work

Creating a pivot table and pivot chart for the average donation for each category and sub-category would provide insight as to who the backers are. Your average person may pledge <$50 whereas donations that run into the hundreds or thousands of dollars are more likely companies.

Seasonal variability of successful Kickstarter campaigns could be explored further by adding a filter by country to the ‘Date Created’ Pivot table to assess each country based on its climate. This would provide useful information on whether there is a favourable time to start a campaign to maximise likelihood of success.