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Kickstarter Campaign

After reviewing the dataset, a majority of the campaigns launched by Kickstarter tend to fail, and the success of the campaign depends on a couple of factors. These factors include the category in which the campaign is involved with, the date in which the campaign is launched, as well as the sub-category in which the campaign is focused on.

From the categories pivot table, I found that a majority of successful campaigns were in the categories of theater, film & video, and music. The number of campaigns in these categories were responsible for more than half of the total number of campaigns. Looking at this pivot table I noted that 839 of the 1,393 “theater” campaigns found success, 540 of the 700 “music” campaigns found success, and 300 of the 520 “film & video” campaigns also found success. The majority of successful campaigns fell into these three categories and have a much better chance of being successful compared to other categories.

Second, in the monthly success pivot chart, I found that campaigns that tended to succeed were launched between the months of February and July, accounting for more successful campaigns than failures. As well as the fact that the most amount of campaigns per month were launched between May and July. May being the most successful time period for all campaigns and December being the worst time to launch a campaign.

Lastly, the sub-category also plays a major role in a campaign’s success. While theatre campaigns did find a lot of success, the majority of successful campaigns were plays which accounted for 694 of the 839 successful theater campaigns. The most successful sub-category in music was the rock and indie-rock campaigns, in which accounted for 400 of the 540 successful campaigns. While faith, jazz, and world music found no success in their campaigns.

The film & video category had successful campaigns in sub-categories of documentaries accounting for 180 of the 300 successful campaigns, along with shorts and television. From this data I have concluded that the sub-category also has a major impact on the success of a campaign with Kickstart. In order to have success with a Kickstarter campaign one must take into account what the category of their campaign falls under as well as the specific sub-category in order to find success.

In addition, some data limitations to this study include the fact that in 2017 only the months of January, February, and March are represented which could possibly skew the data for those months of the entire data set. As well as in the year 2009 the data could have been skewed due to the fact that the only months represented were May, July, August, September, October, and November. One other limitation is the data size of only 4,000 of the 300,000 past projects. Our data is limited to only the successful and failed accounts in the dataset of 4,000 past projects as opposed to the 296,000 others that could inform us with more information to find hidden trends. While more than half of the 4,000 past projects in our data set were successful. This limited number of projects can influence our responses since only a third of the 300,000 projects were successful.

In response to the other graphs and tables we can create, one involving the country in which the campaign is located in relation to the state of the campaign. The majority of campaigns are held in the United States and Great Britain. All together Great Britain accounted for 366 successful campaigns of the 596, while the United States accounted for 1,651 successful campaigns of the 3,005 total campaigns held. One last graphic that is key to determining the success in the use of Kickstarter’s crowdfunding service is the goals in which these people are trying to reach in their campaigns. The campaigns with goals more than $20,000 failed more often than they succeeded and typically did not come anywhere close to their goals. The goal in which a campaign is trying to reach should definitely be taken into consideration and does have an effect on the overall success of the campaign.

Looking at the table in descending order of amount pledged for successful campaigns, technology campaigns were responsible for the highest number of successful campaigns exceeding $100,000. Nine of these campaigns were able to double their goals, triple their goals, raise five times their goals, and even raise eight times their initial goals. While more than half of the technology campaigns did fail, they were one of the only categories that were able to raise over more than double their initial goals multiple times. The highest number pledged by any campaign was over two million dollars in the technology category and were backed by over 26,000 donors while exceeding their goals by over two million as well.