Kickstarter Success

What is Kickstarter?

Explore Start a project

KICKSTARTER

Search Sign in

Arts   Comics & Illustration   Design & Tech   Film   Food & Craft   Games   Music   Publishing
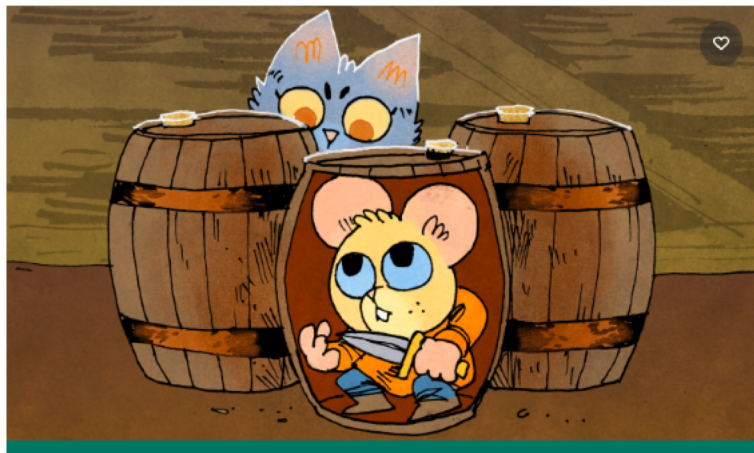
FEATURED PROJECT

RECOMMENDED

Root: The Underworld Expansion

Return to the world of "Root" with brand-new factions, maps, and an alternative game deck. The creators of the wildly popular tabletop game are back to print a new expansion pack.
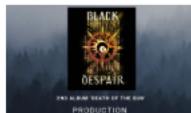
By Patrick Leder

Transglobal Underground: a brand new album for 2019
36% funded
By Transglobal Underground

Production of 2nd album 'death of the sun'
24% funded
By Black Despair

Root: The Underworld Expansion
4,058% funded
By Patrick Leder

View more projects

KICKSTARTER

Hypothesis:

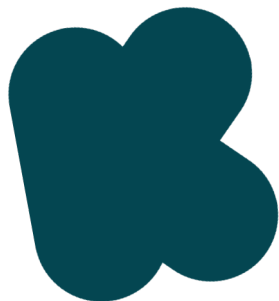★ We hypothesize that a Kickstarter project will be much more likely to succeed if it is chosen as a staff pick.

Null Hypothesis:

★ Kickstarter projects designated as a staff pick will be equally likely to be successful as those that are not staff picks.

Testing:

★ Using a Linear Regression Test, we proved significance between staff-pick projects and achieving a state of success.

★ The p-value results were < 2.2e-16, a number very close to zero, which indicates high significance.

★ The results of the chi-squared test gave the same p-value, proving that the null hypothesis is false.
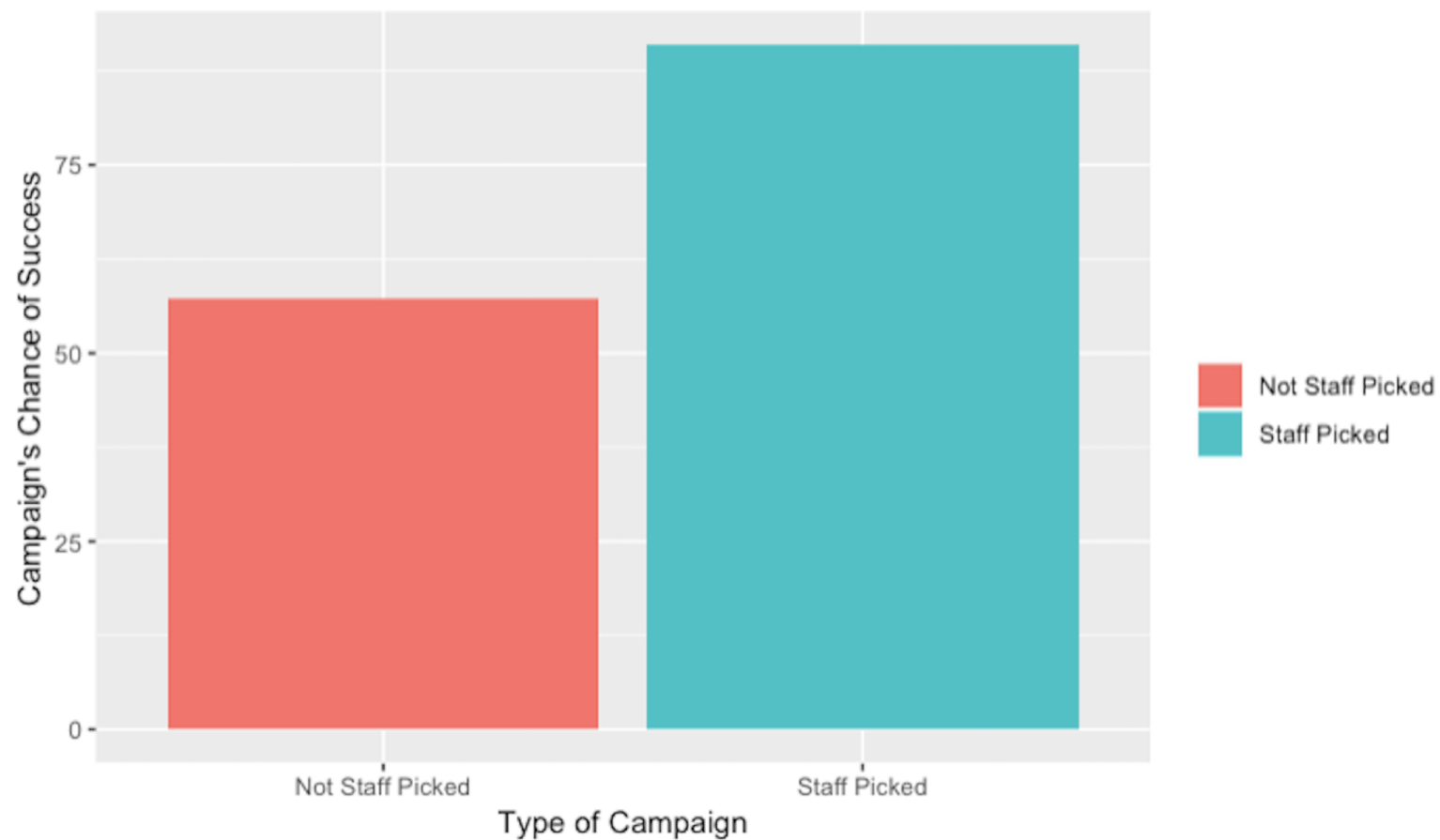
Findings:

★ Our hypothesis was correct!

★ Kickstarter projects not chosen as staff pick: 57% chance of success

★ Kickstarter projects chosen as a staff pick: 91% chance of success

★ Kickstarter projects became roughly 1.7 times more successful after receiving the "staff pick," demonstrating that this designation correlates to the success rate to a very significant degree.

1.7x

MORE LIKELY TO SUCCEED

Projects Are More Likely to Succeed If Chosen As Staff Pick

Limitations:

★ Kickstarter may already be picking successful projects

★ Staff pick is decided by Kickstarter, not the user

★ Staff pick may not be the most influential factor

Future Directions:

★ Finding out how users can maximize their project's success

★ How to obtain staff pick status