Kickstarter Analysis Report

# Overview

This report covers data of campaigns run on the crowdfunding website Kickstarter between 2009 through the first quarter of 2017. The goal of this report is to highlight what funding campaigns received success and the consistency of that success based on both the category and timing of the campaign. The intent of this data is to be used to market and time similar products for future sales.

# Data Overview

To analyze, we split this data into 3 separate charts focusing on the success by category of product funded, subcategory of project funded, and the success based on what quarter the campaign was started on.

# Analysis of Data

1. Given the provided data, we can draw the following conclusions about Kickstarter campaigns run during this time:
   1. Music and Theater campaigns utilized crowdfunding through Kickstarter more often than any other category.
   2. Campaigns under the category of “Music” had the greatest success rate overall despite “Theater” having more overall successful campaigns.
   3. Kickstarter is most active during the second and third quarter of each year.
2. Limitations of this dataset which may be useful to take into consideration:
   1. Due to the large number of campaigns surrounding entertainment categories, the absence of the funding recipient’s name may create false indications of why there was this level of frequency in the music and theater categories. For example, if one popular independent creator had hundreds of projects, we would not be able to identify that one creator from this data alone and determine the success from prior popularity.
   2. A successful campaign on Kickstarter only indicates that the project was funded for creation. It does not reflect the overall profitability of the project after funding or the success of the product overall.
   3. Research into Kickstarter campaigns show that these campaigns often have options to grant rewards for backers based on their donation to project funding. There is no information on these rewards or comparison of these rewards to the expected success of funding since reward data is not included. It is possible that successful campaigns have more significant rewards.
   4. Live data is not categorized as successful or failed, despite some live campaigns already having met their goal.
   5. Additionally, cancelled campaigns may have met a goal or were on track to meet a goal but were cancelled by the person running the campaign for unknown reasons, which may skew categories with significant cancellations away from real expected success.
3. Other graphs which may be useful depending on the product or marketing campaign:
   1. Comparing the funding goal to the success rate may indicate the level of commitment that can be expected from crowdfunding communities.
   2. Comparing the average donation by category and subcategory may help indicate what amount customers interested in the product would be willing to purchase that product for.
   3. Comparing the number of backers to the category may indicate which campaigns will be more marketable to larger audiences or smaller, wealthier members of smaller audiences.
   4. Comparing the number of backers to the category and goal may help indicate what consumers view as unreasonable in the cost of a product compared to their expectations.