Kickstart My Chart

After reviewing the data from 2009 to 2017, there are 3 main notable changes, and one main determining factor in success for the campaigns. The most concerning change observed, is the huge drop in investments starting around 2016, which may be due to more competition in the market. The 2nd most noticeable movement is the rise is failed campaigns starting in 2013 hitting peak at around the same time as drop in successful campaigns, which may have led many to consider other options. The 3rd noticeable change was that theater, the most backed category, had a significant drop from 249 in 2016 to 19 campaigns in 2017. Theatre accounts for almost 50% of the success in 2016, 53% in 2015 and 50% in 2014. The # 1 deciding factor on success for any campaign seems to be dependent on whether they have a spotlight ad, staff pick did not seem to have a noticeable impact.

There are a few limitations with the data. It would be very helpful to see what competitors entered the market by year to determine how much of an effect that had in drop. We are also not able to see what type if website traffic Kickstarter website was getting, the bounce rate or keyword strategy, which would be helpful in determining how easily a potential investor/entrepreneur is fining the website or how easily they were able to maneuver through the website. that may not be familiar with kickstart.

Creating a graph to look at Year vs State was helpful in creating a visual for overall success or loss throughout the years. In order to dive deeper creating a graph measuring each category success, fail, and cancel by year helped me better determine which category was the most impactful at different moments. It was helpful to create a pivot table showing the impact of spotlight ad vs state to determine whether that had any impact, which seems to have a significant impact.