**Kickstarter Analysis**

What is “Kickstarter”, per the Kickstarter website their mission statement *is “Our mission is to help bring creative projects to life”*. Their website elaborates a little further by explaining “Kickstarter campaigns make ideas into reality. *It’s where creators share new visions for creative work with the communities that will come together to fund them.”.* [Click here for more information about Kickstarter's mission](https://www.kickstarter.com/about?ref=section-homepage-promo-kickstarter-exists-to-help-bring-creative-projects-to-life)

**The Data**

The data set includes the Kickstarter campaign results for various primary and secondary category types and the result of those campaigns. The data set is from May 2009 to March 2017. The data included has various data types however the main data points are: the number of backers, avg. donation, the dates created/ended, amount of funds raised, whether the campaign was successful or not.

**Limitations**

* The data is outdated as this analysis was conducted in 2021 and the data only spans to March 2017.
* We do not have individual donor information; results could be influenced by single large donors.
* We cannot account for marketing efforts associated with each campaign,
* Long term outcomes are not accounted for (i.e., success on kickstarted may not mean a successful project/company
* Canceled campaigns do not separate which campaigns were canceled by the creator or which ones were canceled due to backers withdrawing their commitments. [For more information on the reasons for canceled campaigns](https://help.kickstarter.com/hc/en-us/articles/115005128254-Can-funding-be-canceled-)

**Recommendations:**

For a successful Kickstarter campaign, I have identified 3 categories for consideration in the event the primary option is not ideal for our client.

1. Technology, sub-category Hardware. The Hardware category had no campaign failures, and they also claim the 2nd highest number of “backers” per sub-category with a total od 134,238 backers for 140 campaigns. (On average each campaign had 959 backers)
2. Music, sub-category Rock – There were 260 successful campaigns with no failures. (These campaigns included 21,893 backers for an average of 84.2 backers per campaign)
3. Film & Video, sub-category Documentary – There were 180 successful campaigns and no failed campaigns. (These campaigns had an average of 257 backers)

**Categories to avoid:**

1. Journalism – Of the 312 campaigns, none were successful.
2. Theater Plays – while the data does show a large number of successful campaigns, it also shows a 26% failure rate
3. Video Games – of the 85 campaigns none were successful.

**Things to consider ensuring success, “The Goal” and the “Timing”**

**The Goal**

The Goal you select must be reasonable - The frequency at which the campaign is likely to fail increases as the goal increases, a realistic goal is required. Within the higher goal levels the likelihood that a backer will withdraw their contribution also increases (Canceled – a backer can withdraw their contribution and still contribute as long as the project is still live, otherwise they are removed from Kickstarter)

[Link to Kickstarter that outlines what happens to backers when they cancel](https://help.kickstarter.com/hc/en-us/articles/115005139073-What-happens-when-there-is-a-problem-with-one-of-my-backer-s-pledges-)

The impact of selecting a proper goal is highlighted below in the Theater campaign review.

**Timing**

The 2nd quarter provides the highest chance of success within the calendar year, April and May are the ideal months. Inversely, the last month of the year high shows a significant decrease in the number of successful campaigns. The number of failed campaigns outnumber the successful ones.