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Excel Project 1

Kickstarter Campaign Success

Conclusions

It is evident that music was the most successful, followed by theater and film/video respectively. Journalism was not at all successful, however it did have the smallest number of campaigns.

Overall, campaigns seemed to be more successful in the lead up to the spring months, declining into the summer months. This is more evident in the entertainment categories of film & video, theater and music.

The lower the campaign’s goal, the better chance of its success.

Limitation of Data

The data does have some limitations. Upon additional analysis, it is evident that the data is heavily weighted towards the US, out of 4000+ campaigns, over 3000 are in the US, 600 are in GB with the balance in 19 other countries.

Another limitation is we do not know how the campaign was marketed or how many people it reached. Also, we do not know if any of the failed or canceled campaigns were ever relaunched and successful at a later date.

Some charts or tables I would be interested in seeing are:

* An expansion, or combination, of some of the current where a single chart and table includes both category & sub category.
* Outcome by campaign length range.
* N Backers vs Outcome by category
* Number of successful campaigns Surpassing goals by category/subcategory
* Donations by Category/subcategory
* Average donations by category/subcategory