Data Analysis of KickStarter

# Introduction

Today many people have ideas/inventions and are looking for new ways to fund their pet projects. Crowd sourcing has become a major player in funding everything from scientific research to television shows. In this report we will examine one service: Kickstarter.

# Findings

From an examination of the available data I was able to draw three conclusions.

1. The data indicates a success rate of slightly over 50%. May seemed to be the best month with the most successful project completions. Which can be seen in the table and chart below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Parent Category | (All) |  |  |  |  |
| Years | (Multiple Items) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of Outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| Jan | 184 | 148 | 34 | 2 | 368 |
| Feb | 202 | 106 | 27 | 18 | 353 |
| Mar | 179 | 108 | 28 | 30 | 345 |
| Apr | 193 | 102 | 27 |  | 322 |
| May | 232 | 126 | 26 |  | 384 |
| Jun | 213 | 148 | 27 |  | 388 |
| Jul | 192 | 148 | 44 |  | 384 |
| Aug | 167 | 134 | 32 |  | 333 |
| Sep | 148 | 127 | 24 |  | 299 |
| Oct | 184 | 150 | 20 |  | 354 |
| Nov | 180 | 114 | 37 |  | 331 |
| Dec | 111 | 119 | 23 |  | 253 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |
|  |  |  |  |  |  |

1. Plays seem to be the most common project for which crowd funding source is used.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
| Parent Category | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of Outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| animation |  | 100 |  |  | 100 |
| art books |  |  | 20 |  | 20 |
| audio |  |  | 24 |  | 24 |
| children's books |  | 40 |  |  | 40 |
| classical music | 40 |  |  |  | 40 |
| documentary | 180 |  |  |  | 180 |
| drama |  | 80 |  |  | 80 |
| electronic music | 40 |  |  |  | 40 |
| faith |  | 40 |  | 20 | 60 |
| fiction |  | 40 |  |  | 40 |
| food trucks |  | 120 | 20 |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware | 140 |  |  |  | 140 |
| indie rock | 140 | 20 |  |  | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces | 9 | 11 |  |  | 20 |
| metal | 20 |  |  |  | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 60 | 60 | 20 |  | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction | 60 |  |  |  | 60 |
| people |  | 20 |  |  | 20 |
| photobooks | 103 | 57 |  |  | 160 |
| places |  | 20 |  |  | 20 |
| plays | 694 | 353 |  | 19 | 1066 |
| pop | 40 |  |  |  | 40 |
| radio & podcasts | 20 |  |  |  | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock | 260 |  |  |  | 260 |
| science fiction |  |  | 40 |  | 40 |
| shorts | 60 |  |  |  | 60 |
| small batch | 34 |  |  | 6 | 40 |
| space exploration | 40 | 2 | 18 |  | 60 |
| spaces | 85 | 80 | 17 | 5 | 187 |
| tabletop games | 80 |  |  |  | 80 |
| television | 60 |  |  |  | 60 |
| translations |  | 47 | 10 |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 20 | 120 | 60 |  | 200 |
| web |  | 60 | 100 |  | 160 |
| world music |  |  | 20 |  | 20 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |
|  |  |  |  |  |  |

1. Majority of users, roughly 75%, are based in the United States as the comparison of the two tables below will show.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of Outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| film & video | 300 | 180 | 40 |  | 520 |
| food | 34 | 140 | 20 | 6 | 200 |
| games | 80 | 140 |  |  | 220 |
| journalism |  |  | 24 |  | 24 |
| music | 540 | 120 | 20 | 20 | 700 |
| photography | 103 | 117 |  |  | 220 |
| publishing | 80 | 127 | 30 |  | 237 |
| technology | 209 | 213 | 178 |  | 600 |
| theater | 839 | 493 | 37 | 24 | 1393 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |
|  |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| country | US |  |  |  |  |
|  |  |  |  |  |  |
| **Count of Outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| film & video | 261 | 130 | 31 |  | 422 |
| food | 34 | 115 | 15 | 4 | 168 |
| games | 52 | 96 |  |  | 148 |
| journalism |  |  | 23 |  | 23 |
| music | 490 | 110 | 19 | 17 | 636 |
| photography | 62 | 72 |  |  | 134 |
| publishing | 69 | 87 | 22 |  | 178 |
| technology | 158 | 138 | 121 |  | 417 |
| theater | 525 | 349 | 26 | 12 | 912 |
| **Grand Total** | **1651** | **1097** | **257** | **33** | **3038** |
|  |  |  |  |  |  |

# Conclusions / Possibilities for further examination

While I feel confident of my findings from the available data it must be noted that the size of the dataset is too small to draw concrete conclusions about Kickstarter as a whole. Some other examinations that could be conducted include:

An examination of the effect (if any) that the spotlight and staff pick features have on the success or failure of projects.

A more detailed examination of the speed at which different type of projects reach their funding goal.