

# Crowdfunding Market Analysis

## Module 1 Challenge

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### Kickstarter Data Analysis 2010 - 2019

#### Crowdfunding Campaign Conclusions:

- The strongest use of Kickstarter by far is in the United States. - 763 campaigns out of 1000 were from the US. Three times the other European Markets combined.
- Artists in Theater, Film and Video and Music seem to use Kickstarter the most, followed by Technology in a distant fourth place. Plays made up the most Kickstarter campaigns of all. There were no European Journalism Campaigns in this dataset.
- In Europe nearly half of the campaigns succeeded. In the US, there was a much higher ratio of success overall, especially in the popular categories, technology, and journalism.
- January and July were the most popular months for starting campaigns. Generally July had the greatest numbers of successes, except in theater and technology.

#### Limitations of this dataset

- We don't know why the campaigns failed. Additional questions that could impact the success of the campaign include:
  - What was Skill/Familiarity of the author with the platform?
  - How closely connected are the authors to the community they asked?
  - How much expendable income do potential community donors have?
  - How was the campaign shared?
  - How often were campaigns shared during the life of the ask?
  - What part of each country were the campaigns authored in?
- The data was only from a few countries in Europe. There is no data from anywhere else..
- The data set seems too small to make any clear market predictions or diagnoses.

#### Other Possible tables / graphs and their potential value.

- Outcome by size - to see if the size of the ask impacts its success.
- Outcome by length of campaign, category, and country. We'd see if shorter or longer campaigns were more successful in different genres and countries.
- Percent Funded by category and subcategory. We'd see which categories and subcategories were most successful in using the Kickstarter Platform. This might lead to looking into what goes into making a successful campaign - in order to assist other genres, or modify the platform for different users such as gamers to improve their success.