

# Kickstart My Chart

## Overview

Kickstarter.com is an online global crowdfunding platform focused on creative and inspired projects. The platform provides project creators with an opportunity to collect money from the public to fund these projects. The creators choose a deadline and a minimum funding goal. Kickstarter uses an all-or-nothing funding model. If a project does not achieve its goal, then no money is collected.

An Excel spreadsheet containing a dataset on over 4,000 past Kickstarter projects was manipulated and analyzed for this project – seeking to discover the secret to a successful campaign on Kickstgarter.com.

## Data Limitations

### Outside Marketing & Promotions

The dataset does not contain information regarding creators' outreach plan to announce a project to the public. What type of promotions and marketing efforts were executed outside of Kickstarter to get the message out, drive traffic to Kickstarter, and encourage backers to pledge money? The outreach plan mostly likely varies significantly depending on the project's creator. This qualitative data could have a big impact on the success of a campaign.

### Extreme Outliers / Campaign Goal of \$1

Kickstarter allows the creator to select a minimum goal of one dollar – this is really just a gimmick to grab investors' attention and to ensure a successful campaign. While allowed, the \$1 goals are extreme outliers in the dataset and significantly skew certain statistics. For example, removing the projects with a goal of \$1 changed the average percent funded for successful campaigns from 17.636 to 3.008.

### Duplicates (Multiple Attempts on Kickstarter)

Several projects have identical names and descriptions. Judging by the date created and ended, it appears that some of these projects are duplicates – a creator made more than one attempt with a specific project on kickstarter. If a project failed the first time on kickstarter, the creator relisted the project again but with a was greatly decreased goal. The dataset does not include a column or header information indicating first, second, etc. appearance on Kickstarter. It makes sense that a creator would learn from past experience and make changes to the project's listing the second time around. This is important information to ensure consistency of the data. Afterall – this data analysis is seeking to discover the secret to a campaign's success – all factors/variables analyzed must be the same.

### Country and Currency

The dataset lacks substantial data types and/or column header information to be 100% confident that the goal and pledged monetary amounts have all been converted to the same currency. It is not clear whether these numerical values are truly being compared apples-to-apples. A dataset downloaded

directly from Kickstarter's API includes columns such as the following: `fx_rate`, `converted_pledged_amount`, `current_currency`, `static_usd_rate`, and `usd_pledged`. Having these columns in the dataset would eliminate this data limitation.

## Conclusions

- Overall, looking at the dataset of past Kickstarter projects (excluding live currently live campaigns), approximately 41% succeed in achieving their funding goal and 59% fail (fail includes both failed and canceled campaigns – any campaign that did not raise enough funding to meet its goal). However, on a per category basis, these percentages greatly vary.
- Kickstarter might not be the effective and prosperous source of funding for large projects. The highest percentage of successful campaigns have a goal amount of less than \$1,000. The average goal amount for successful campaigns is approximately \$10k compared to an average of more than \$60k for failed (and an average north of \$140k for failed and canceled campaigns combined).
- Per category, there is a big difference between a large success rate based on volume of campaigns and the amount of money raised. The most popular categories (the arts' categories) are not the biggest money makers.
- Technology campaigns are amongst the least likely to succeed but the successful campaigns bring in the most money.

## Additional Visualizations

Additional Pivot Tables and Charts are provided in the accompanying Excel file.