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2019 UNCC Data Bootcamp

Kickstarter Campaign Analysis Report

Findings

Through our exploratory analysis, we developed some key understandings of Kickstarter’s marketplace trends that can inform marketing efforts toward campaign creators.

Kickstarter is predominantly domestic and finds more success in the United States

Even though the crowdfunding platform has global reach, the United states is more popular for total campaigns launched (3038) than the next popular countries Great Britain (604), Canada (146), Australia (74). With a strong 73.8% of campaigns created in the US there are more instances of successful campaigns at 54.3% (1651).

Kickstarter campaigns have a strong Theater and music focus

Continuing our focus on the United States Kickstarter market there is evidence that shows the top categories of Kickstarter campaigns are theater and music based. Within the subcategories of these we can extrapolate Plays having the highest number of Kickstarter campaigns (1066) or 25.9% with Rock coming in second at (420) or 10.2%. Interesting enough campaigns focused on Rock have the higher success rate at 95.2%

Kickstarter campaigns find higher success at certain months of the year

Success of a campaign may be predicated on when that campaign is started. Based on initial looks at the data during the year, the month of May seems to have the highest success amongst campaigns. This information may be fueled by the rate of Theater and Music focused campaigns.

Limitations

The data in this dataset represents important insights into the influence of Kickstarter within the marketplace of crowdfunding. There are limitations of the data which must be recognized.

Regional biases

This dataset concentrates on certain countries to extrapolate information, it is uncertain if it is by random, but it does not include information from possible impact countries such as Japan or other large populated countries with a common access to internet.

Focused categories

Although there are a number of categories and subcategories with data available, these groups do not encompass the full scope of total campaign types. For example, focus groups such as hip-hop and R&B are not a part of the dataset which may have influence of popularity and success.

Interesting plots and graphs

Some other types of data illustration we could utilize include a map graph to show distribution of the data regionally within countries. Seeing the data as it pertains to country to country on a global map may provide a more appeasing and overall picture of campaigns within the marketplace. Another graph may be a histogram that gives more detailed statistical analysis of the data coupled along with a regression model that may give a clear picture of trending over time.