# KICKSTARTER

Campaigns Throughout the Years
Data Analysis, *12/10/2020*
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The Kickstarter dataset consisted of 4,114 campaigns spanning over 9 years. These campaigns represent 21 countries, were divided into 9 categories, and into 41 sub-categories. Based on the data analysis, three conclusions were drawn. (1) The success percentage among campaigns was higher during the first 5 years from 2009-2013, but over-all only

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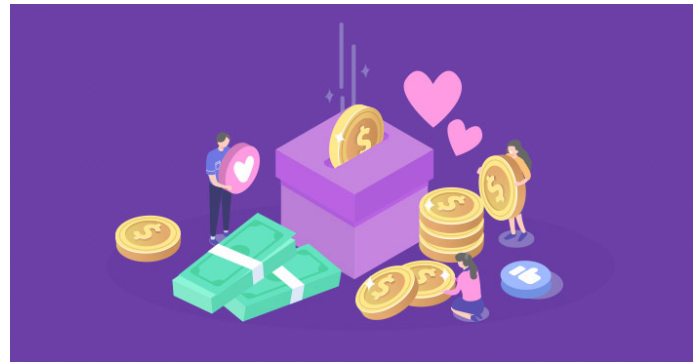
53% of all campaigns were successful in meeting their pledged goal. The number of campaigns attempted seemed to increase throughout the years, which may provide some context to why less overall were successful. But *without access to more recent data to view if this trend continued,* we're limited to make any assumptions regarding this. *(See "Reports-Success %")* (2) In fact, there does seem to be a relationship between this increase and the **pledge goals, which raised $21,354 more in less time**. (*See "Report- Goal & pledge by Year"*) (3) This pattern does not seem to be able to predict a campaign's success, but the pledged goal does seem to have an impact. For example, **71% of all pledge goals less than 1000 were successful** and the percentage decreases as the pledge goal rises**.** (*See 'Further Analysis")* Further limitations of this dataset include backer demographics, category options, and

References: https://www.cloudways.com/blog/crowdfunding-for-startups/, https://www.iconfinder.com/icons/799774/earnings_finance_graph_growth_income_increase_money_icon, https://outreachmagazine.com/features/20916-reach-your-community.html