# Kickstarter Analysis

Reviewing what makes a successful Kickstart campaign

## Introduction

What makes a good Kickstart campaign? How do you determine if the campaign was successful? What can be done to improve the odds on having a successful campaign? This report will analysis historic data of Kickstarts campaigns[[1]](#footnote-1) to find trends in successful Kickstart campaigns.

## what types of kickstart WORK?

### Which categories work

Figure : Campaigns by Category

As can be seen from Figure 1, the most common type of campaign are Theater/plays and from Figure 2 it is found that the success rate of Theater/Plays is about 65%. However, from Figure 3, the Theater/Plays is a very small percentage of goal money compared to other campaigns.

This result, leads to another question how does the success or failure depend on the amount of the goal? Figure 4 shows percentages of successful and failed campaigns by the initial goal request. As expected, there is some correlation in the success of a campaign to the amount asked for. Starting at about 70% at the low end the success drops to about 30% as the request increases.

Figure : Categories at a percentage of the total number of campaigns

Figure : Requested Goal Amount by Category

Figure : Success and Failure vs Goal

## History of Kickstart

Figure : Number of Kickstart projects over time. The data is separated by the project status.

As can be seen from Figure 5, Kickstarts took a large leap in July of 2014; jumping from about 20 campaigns per month to 120 campaigns per month.

## Other Points

## Whats missing from this data

1. The data used in this analysis is from an unknown source. For the purpose of this analysis, it is assumed to be factual. [↑](#footnote-ref-1)