# Kickstarter Analysis

Reviewing the Kickstart campaign data

### Introduction

This report will analysis historic data of Kickstarts campaigns[[1]](#footnote-1) to find trends in successful Kickstart campaigns.

### Which categories are most common?

Figure 1: Campaigns by Category

As can be seen from Figure 1, the most common type of campaign are Theater/plays. This category is significantly greater than the next category of Music/Rock. From Figure 2 it is found that the success rate of Theater/Plays is about 65% and that of Music/Rock is about 87%. It would be interesting to have a graph looking at how successful a campaign was based on the initial Goal of the campaign.

Figure 2: Categories at a percentage of the total number of campaigns

Figure 3 shows that Theater/plays has a smaller initial goal than many other categories[[2]](#footnote-2). Music/Rock is even less. And from Figure 4, which shows percentages of successful and failed campaigns by the initial goal request; it can be inferred that 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 3 Goal amount by category

Figure 4: Success and Failure vs Goal

### History of Kickstart

Figure 5: 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. What was the corresponding event the brought along this boost?

### Other Points

Table 1: The statistical analysis of the Number of Backers for successful and failed campaigns.

|  |  |  |
| --- | --- | --- |
|  | Number of Backers | |
|  | Successful | Failed |
| Mean | 194.4 | 17.7 |
| Median | 62.0 | 4.0 |
| Minimum | 1.0 | 0.0 |
| Maximum | 26457.0 | 1293.0 |
| Variance | 712841.0 | 3773.2 |
| Standard Dev | 844.3 | 61.4 |
| Mode | 27 | 0 |

Table 1 looks at the statistics of the number of backers for a successful campaign and that of failed campaigns. Both of these groups are biased to the lower end and have a long tail to the right based on the standard deviation. The mean value is strongly affected by this distribution. Therefore, the median is a more representative of the population. Especially when compared to the mode (the most common value).

### Future Analysis Ideas

What other ways can this data be analyzed:

* Looking at the Length of the campaign (start to end date) vs goal amount and success rate.
* Looking at the average donation vs category
* Does having the campaign “Spotlighted” improve its success rate?

### What’s missing from this data

One thing missing from this data is if there was an incentive to invest in the campaign. Was the item then sent to the backers once the project was complete?

While the kickstart part of the projects is show in this data; there is not a result if the project was successful after the kickstart was complete.

One could also look more closely at the percent funding vs category. This would indicate how successful a campaign.

### Summary

There are many ways to look at this data, from the number of campaigns in a category to the goal amount asked for. How the data is analyzed and used can be manipulated to tell a story that is more favorable to one out come vs another.

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)
2. Word of caution, the goal amount in the chart is not corrected for currency which should be calculated so that all amounts are all in USD or EUR. Therefore, this chart is not an accurate chart but only used for relative comparison. [↑](#footnote-ref-2)