Kickstart My Chart

Finding Crowdfunding Trends that Lead to Success

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When it comes to crowdfunding campaigns via Kickstart it seems that the data would have one concluded that Kickstart campaigns have a high chance of failure or cancellation as a general matter. However, the chances of failure or cancellation will increase based on the goal being set, the higher the goal, the goal being a matter of dollars, is the more likely it is that the campaign will fail or be cancelled. In addition to this the data has also shown that campaigns in the Fine Arts, film & video, theater or music, or technology-based campaigns tend to have the greatest success in reaching their goals. Lastly, I have concluded that, although it is true, technology-based and Fine Art based campaigns have the highest chance of success their likelihood of success greatly decreases in the later part of the year generally from July through December. Therefore, it is best to set the fundraising goal between one thousand and fourteen thousand dollars and consider the type of project you will be fund raising for as well as what time of year you will begin fundraising.

All though data provided gives a great amount of evidence to those who would want to crowd fund. One must understand that the dataset does not show how active the creator was when it came to updating the investor. Kickstarter seems to be somewhat of a social crowdfunding platform, and so a creator should be able to increase their likely of success by increasing or providing enough activity. However, it is hard to know this as the dataset does not provide this information. In addition to this a pie chart could also be used to observe the success, failure or cancellation of a campaign based on the amount being requested for in the goal.