Kickstarter Data Set Overview – 11.9.2018

* NOTES:
  + US comprised of 73% of the total Kickstarter campaigns
  + GB comprised of 20% of the total Kickstarter campaigns
  + All other countries comprised the remaining 7%
* Observations from US and GB showed similar trends, and are the focus of the analyses below. The remaining countries excluded as they showed varied results from US, the majority country of campaigns.

Executive Overview

(GRAPH OVERVIEWS INCLUDED AFTER EXECUTIVE PAGE ON PAGES 2 thru 4)

* 1/3rd of all Kickstarter campaigns were related to Theatre. The successful Theater campaigns set goal amounts under $10,000, and their best success rate was seen when they launched in Spring (months May and June), with least success when launched in December
* Other than Faith, Jazz, and World Music within the Music category, which these genres saw 0% campaign success, all other Music categories achieved 100% success (Indie-Rock, the exception at 87%). These successful campaigns had set goals under $3,300
* 1 out of 4 of the Kickstarter campaigns fell into sub-categories where 100% of those campaigns failed or were canceled. Food trucks, Web projects, and Animated film projects were the largest failed sub-categories

Interesting Factoid: Within this data analyzed, the highest successful goal amount was $400,000 for a AR/VR hardware campaign and it received $1M in pledged money

Limitations of Data:

* There is no ability to evaluate ‘post’ activity on successful campaigns: example includes 1)Did campaigns that received funding see success post-Kickstarter?
* There is no ability to segment or evaluate donator patterns: example includes 1) Do New Kickstarter donaters exhibit different patterns than Existing Kickstarter donaters that drive success or failure of campaigns?
* The data is missing any further break-down of categorizations of the largest campaign categories (ie. Plays or musicals that are comedies, inspirational, etc to identify any trend or likelihood of success or failure. More in-depth analyses to identify patterns within the text for campaign names and blurbs may assist with this missing data.

Other analyses /charts, that can be evaluated:

1. Avg donation amounts
2. focus on countries other than United States and United Kingdom could be further evaluated

Theater is the top Kickstarter campaign category, representing 1/3rd of all campaigns.

Theater campaigns see the best success rate when they launched in Spring (months May and June) and least success when launched in December

The majority (or 85%) of successful Theater campaigns have goals under $10,000

Music, which represented almost 20% of the total Kickstarter campaigns, had the highest success rate of all the Kickstarter categories, 79% either met or exceeded funding goals

Of the successful Music campaigns (as shown above), these campaigns had goal amounts under $12,000 averaging under $3,300

Specific Music genres saw either success or failure. Jazz, Faith, and World Music were the genres where 100% of the campaigns failed or canceled. Conversely, other than Indie Rock, which had a success rate of 87%, each of the remaining Music genres achieved 100% success: Rock, Classical Music, Pop, Electronic Music, and Metal.

Kickstarter campaigns, as a whole saw extreme resulting states, either 100% success or 100% failure or cancelation within specific sub-categories. 24% of all the Kickstarter campaigns were within these 100% failing sub-categories. More information is needed to understand what causes the extremity within sub-category success vs failure.

(NOTE: Plays and musicals, due to their higher volume of campaigns, and the fact they saw campaigns that were both failures and successes, were removed to display the graph of all the other small-sub categories and their associated success or failure states. Did not include Music Category as data was shown in prior evaluation)

**1 out of 4 Kickstarter campaigns were within sub-categories where 100% of the campaigns saw non-success**