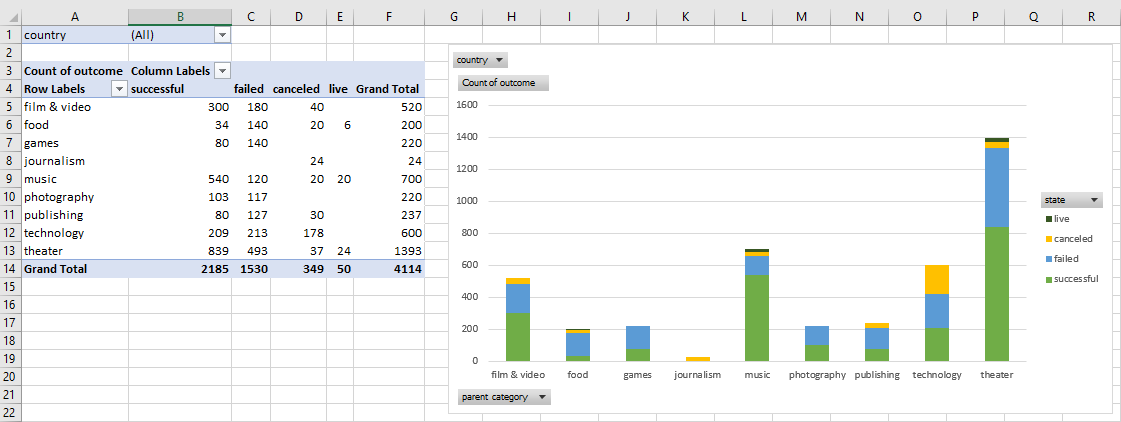
KICKSTARTER CAMPAIGNS

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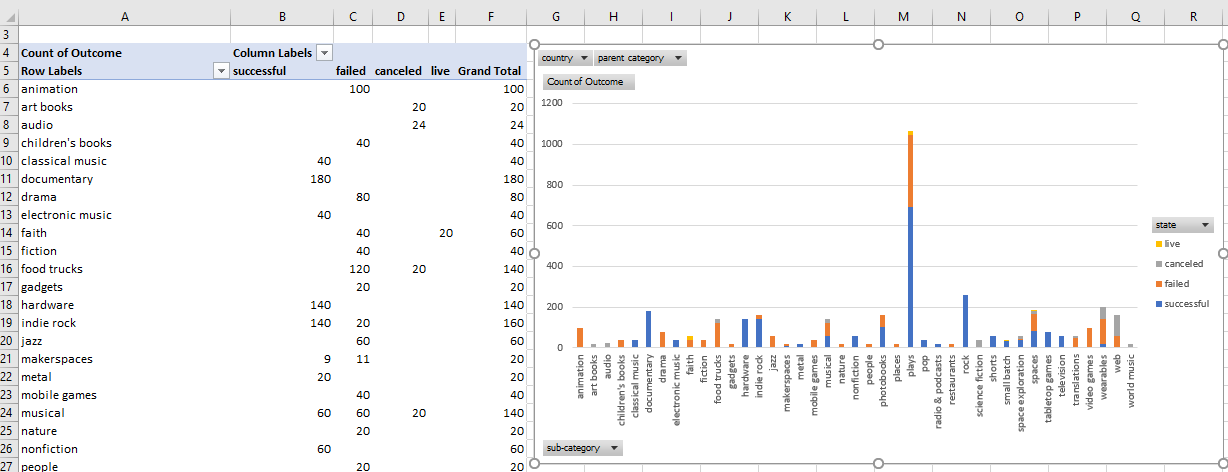
Date: 2/15/19

The kickstarter campaign is more than 10 years old and raise about 2 billion dollar fund. Today we are trying to dig out some facts and figures about the success of this campaign project. Let’s go over few statistical figures which were captured after extensive search from kickstart database by Analytic team. The team uses a reliable computer with Microsoft EXCEL and knowledge as analysis tools. This analysis counted more than random 4,000 projects out of 300,000 Kickstarter projects and try to narrow down any hidden trend.

The graphical figure shows the state of more than 4000 projects as per parent

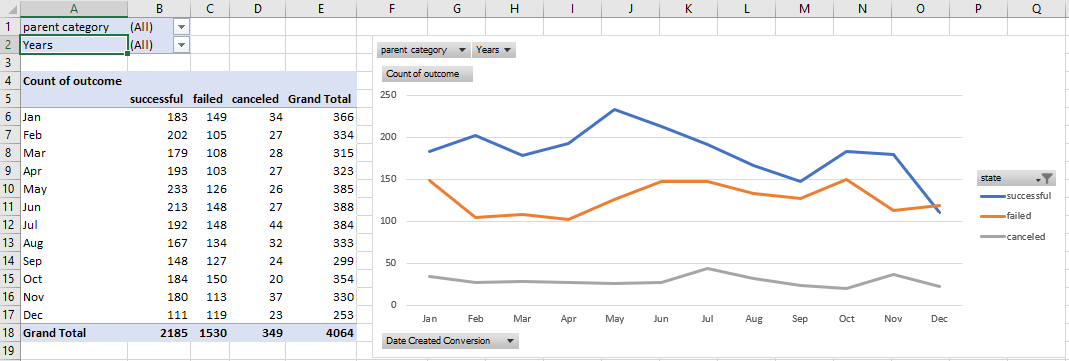


Category. The most and least successful project by category is visible on the picture. Similar way the most or least no of project has been canceled or failed and live by category. The theater category has most number of success and failure. All the project under journalism category are canceled and food category became the least successful among all categories. Let’s go over the next figure by sub category.



The plays sub-category project got the most success and most failure. Rock, television, tabletop games, hardware and documentary sub category projects all got full success without any failure, but their individual magnitude is not large. The video games and animation sub category project did not see any kind of success.

Let’s have a look at a launched timebound state of each parent category project at various time of the year.



A prominent number of projects launched from April to June got more success than November to December time.

Team concluded followings:

1. Theater, music and film/video categories are most success as quantity counted. The visual graph of music category indicates the less failure rate in compare with other two categories.
2. On the sub category analysis shows the most successful sub categories are plays, rock, documentary, hardware, indie rock, classical music, shorts, pop and nonfiction etc. The plays sub category has the greatest number of success as well as failure. The rock, documentary and hardware sub categories have got 100% success rate over the period.
3. The third analysis shows the summer time dominate the success rate of project over winter time. The rock music arrangement at summer time is much easier and less expensive to organize.

Music is the most successful category.

Limitation:

Limited no of sample and rate is 4:300. Accuracy is directly proportional to the ratio of sample rate.

The analysis could be extended on following:

Analysis could do the ascending or descending order on success state to narrow down the success state quickly.

Which category or sub category project got more percent fund and became successful?

Is the project duration a factor to success or failure of a project, If so, Which categories are counted as success?

Which category project received higher no of average donation and became successful?