Kickstarter Campaign Analysis

Kickstarter campaigns have certainly become more prevalent in the public eye over the last few years. It is noticeable from the tables and charts that have been generated that Kickstarter related to theater are vastly more prevalent than those focused in other categories. In fact, theater outranked the two closest categories combined (music and technology).

May seems to also be the most prevalent month that a campaign becomes “successful”, leading one to believe that campaigns that are allowed to at least run through May at some point during their period will potentially have a higher chance of meeting their funding goal.

Within music, indie rock and rock within the music category were by far the favorites for a crowd funding capital source. This could be from a variety of sources, however one conclusion that I will draw (with a heavy amount of extrapolation) would be that rock and indie rock have a hard time getting organic growth therefore they depend heavily on viral crowd-funding sources that have the ability to tap capital sources outside their geographic area.

There are a few notable limitations to this data set. Although it shows each entry’s country of origin, there is no added specificity at either the state, province, etc. or sub-region level. There is no qualifier list included that would list what is needed to make something either a “staff pick” or a “spotlight”. Although it can be assumed, a key or checklist of what would make/disqualify one from that status would be helpful. Lastly, a way to gauge the acceleration of the funding as to say between which intervals pledges were made can help determine if it was something that popped off immediately and struggled to meet its goal or a goal that had a slow and steady increase.

There are a variety of tables and graphs that could be made from this data set. One that would be interesting to look at would be to isolate certain successful campaigns to be including/excluding certain key words in their description. Another one would to determine the thematic elements of certain projects as another sub-category (coming of age, social justice, etc.) and see how that would affect funding status. The last graph I would suggest would be