Kick Starter Analysis

Pete Broll, 15 October 2019

Report uses Kick Starter data to answers three questions.

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* The three subcategories with the most successful/popular campaigns in the past with percent successful were: 1) plays, 2) rock music, and 3) documentaries.
* The three subcategories with the least successful/popular campaigns in the past were: 1) wearables, 2) web, and 3) food trucks.
* Campaigns are more successful between March and September of the year.

1. What are some limitations of this dataset?

* Data does not reveal the demographics of investors or of the individuals/groups that seek investment. The genre of music subcategories shows general alignment with Billboard Magazine (music industry trade publication) main categories of Pop, Rock, Dance/Electronic, Country, Holiday, Christian/Gospel, and International. However, there were no Kick Starter campaigns in the Billboard categories of Latin, and R&B/Hip-Hop - which may indicate limited diversity in investors and entrepreneurs. Also of note, Jazz, Faith, and World music subcategories have had zero successful campaigns.
* The data shows past trends but is not wholly predictive. The standard investment disclaimer applies: “Past performance is no guarantee of future results.”

1. What are some other possible tables and/or graphs that we could create?

* Graphs of percent successful, and percent failed and cancelled by subcategory would normalize the data making it easier to compare vice the raw number counts.
* Could look at success, fail, cancel rates as a function of goal in $ divided by duration/length of campaign by subcategory. This should show how quickly money was raised by type of campaign.