KICKSTARTER CAMPAIGN

1. 3 conclusions we can make about the Kickstarter campaigns given the provided data:

Performing arts: music, theatre, and film tend to have higher success overall coming primarily from the US and GB, while journalism is very under represented - perhaps journalism could be an opportunity if one could figure out how to market

Successful campaigns as a function of date created trend upward toward late Spring – peak in May and trend down toward Winter / holidays during the year; timing is a factor in success.

There appears to be a Goal threshold around $40 – 45K where percentage successful drops below 50% and declines continuously – as one becomes more aggressive with the goal one risks failure

Technology is a strong category for over-all campaigns and occurs in almost every country – it is a risky category about 67% unsuccessful

1. Some limitations of this data set:

Making conclusions that compare results between countries is limited because of unequal representation per country, outcomes from the US & GB are overwhelming – however one can gain relative insight around campaigns within each country –

This data is in different currencies – so the percentage successful by binned goal will be impacted – the currency should be converted to a single type.

1. Chart options to include:

A chart of outcomes by parent category as a function of the country colored by category - filtered per country

A chart of average donation per category / sub category might help target your fund raising

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