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Kickstarter Homework

Three conclusions:

1. December is the only launch month where there are more failed campaigns than successful campaigns, likely due to the holiday season.
2. Theatre and music categories are by far the most popular categories, but theatre is also the most commonly failed category.
3. 29 sub-categories have never had a successful campaign (failed or cancelled). All successful campaigns fall within 12 sub-categories.
4. As campaign goal amounts approach $20,000, their likelihood of success decreases, where campaigns with goals over $20,000 are more likely to fail than to succeed. However, goals from approximately $35,000 to $45,000 were more likely to succeed than fail.

Limitations:

This data doesn’t consider the different levels of marketing done for each idea. Some Kickstarter ideas are heavily pushed on social media platforms, both by the businesses/individuals behind the ideas and supporters, and occasionally even celebrities with hundreds of thousands to millions of followers. Having data reporting number of social media shares and views on the Kickstarter page vs. number of supporters would be valuable.

Additionally, the benefits/rewards for supporting a cause vary widely from a simple “Thank you” to free products after production or even having your name appear in the credits of a film or video game. Rewards are tiered based upon how much you donate. If the better rewards come at a higher price point and lower donation amounts only receive a thank you or a brochure on the product they’ve supported, there may be lower support for a Kickstarter campaign, as students and lower income individuals may not be swayed to donate.

Similar to the wide range of rewards, there are vast differences in levels of professionalism between campaigns. Some have full, professionally made videos with prototypes of products and several pictures and/or renderings of individuals involved in the project, cast of plays, samples of books, etc. While others might have a picture or two, along with several grammatical mistakes. This would easily affect backers wanting to donate.

Other tables/graphs:

A graph or table to analyze if there is a relationship between being a staff pick or spotlight, Kickstarter state, and percent funded (0-200%). Does being highlighted on the explore page help your campaign?

A graph showing breakdown of percent funded or state based on country. Does it matter where a Kickstarter is located for it to be successful?