Kickstarter Analysis Results

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Conclusions

The technology category has a fairly even split between successful, failed, and canceled. You have a about a 1/3rd chance of success with a technology venture. But Germany has had more than half of its technology campaigns funded, so it might make sense to launch your technology campaign in Germany or look into why these campaigns were more successful. They have only had 17 campaigns so it might just be that there isn’t enough data available yet to see a real pattern.

The technology category and the web sub-category have by far the most canceled campaigns. Kickstarter cancels a campaign if it is deemed to be fraudulent, has copywrite issues, or makes unrealistic claims. Therefore, if you are launching a technology or web campaign, be very careful about these issues.

Looking at the success of projects launched by month, there is a spike in May and a dip in December. It may therefore be beneficial to launch a project in May and avoid December.

Dataset limitations

The dataset ends in 2017.

The dataset doesn’t include demographic information (race, ethnicity, or gender) about the campaign creators or the backers.

The geographic detail of the dataset is very broad. It would be interesting to see the data broken down by city.

Other tables and graphs

Instead of counting the number of campaigns that are in each state, make a pivot table showing proportion successful (successful/successful+failed) by category.

You could check whether there is any relationship between the size of the goal and the success of the campaign by creating a bar chart that shows the average goal for each state.