Kickstarter Campaign Analysis

Kickstarter is a crowdfunding source that began in the US in 2009. Perhaps because the platform is in the US, the majority of Kickstarter campaigns are originated in the US. For the data we have, which spans the time from its inception in 2009 through March 2017, the US makes up 3,038 (74%) of the 4,114 campaigns we evaluated. Overall Kickstarter campaigns are often successful and can be an excellent way to raise money for a project. While more than half of all Kickstarter campaigns are successful, certain categories and sub-categories tend to fare better than others. Music, theater and film & video campaigns were the most successful with a 77%, 60% and 58% success rate respectively. Within these categories, indie rock and rock were the most successful music campaigns making up 74% of all successful music projects, plays are overwhelmingly the most successful theater campaigns representing 82% of the successful theater projects and documentaries are 60% of all of the successful film & video projects. Journalism and food projects were the least successful with a 0% success rate for journalism and only a 17% success rate for food projects. This indicates that music and theater projects are ideal types of projects for a Kickstarter campaign However, this does not address the fact that although technology campaigns have a lower overall success rate, often when a technology campaign is successful it raises far more than the initial goal.

The limitations of this dataset include the fact that there are no age, income or other demographic information for the backers. This would be helpful for a marketing analysis and to determine whether to start a Kickstarter campaign if you know the target market for your project.

Other tables and graphs that I would have created would have looked at the numbers of backers and the amounts pledged. I would also look at the goal compared to the success of the projects to see if projects with a smaller goal tended to be more successful.