Excel Homework

Kickstarter Data Report

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From the data provided, we can draw the following three conclusions:

1. Kickstarters with more modest goals are more likely to succeed. The average successful Kickstarter had a goal of around $10,000, while the average failed Kickstarter had a goal of over $60,000.
2. Kickstarters launched in the first half of the year have a higher success rate (~57%) than those launched in the second half of the year (~50%)
3. Kickstarters in the categories Theatre, Music, and Film&Video have dramatically higher success rates than any other category, with Music as the most often successful category (79% success). No category outside those three breaks a 50% success rate, with Journalism being the least successful category (0% success)

There are some limiting factors to the data. Analysis of the average Kickstarter goals and success rate is skewed by outlier data points. Very low $ goal amounts (there are several of only $1) have a very high success rate, while some unrealistically high goals ($100,000,000.00 for a live-action film version of a self-published time-traveler novel is my favorite) unsurprisingly have a very low success rate. These outliers also dramatically skew any data on average goal amount for successful/failed/cancelled Kickstarters.

The Outcomes Based on Launch Date showed that there were substantial changes in success rate year over year. It would be interesting to plot other relevant data points (Avg goal, Avg backers, Avg average donation, etc) to see how they correlate to success rates in each year, and how that changes as Kickstarter grows in popularity, and as users refine their use of the platform.

Plotting, and possibly excluding, outliers against average goal, donation, and pledgers could help us refine our conclusions about the criteria that cause an average kickstarter to succeed or fail. It could also give us information about the specific situations in which kickstarters succeed or fail most spectacularly.