Data Analysis of Kickstarter Campaigns

Kickstarter is a crowdfunding platform begun in New York in 2009 and expanded to Great Britain, Europe and most recently Asia, Australia and Mexico. The American company has its’ roots in arts patronage which is reflected in its mission to “help bring creative projects to life”. About one third of all launched projects are successful.

Given Kickstarter’s history it is not surprising that the Arts, particularly theater and music are the most common projects to use the platform.



Theater, music and film are the most likely to use Kickstarter to raise money and they are also the most successful. Only the Arts can claim success in over half of their launched projects.



The fewest projects are launched in December but the success rate for projects doesn’t change much over the year. 

One of the limitations to the data are the very small sample size for countries other than the United States. It is unclear if there are far fewer projects because Kickstarter is newer there or if they just have a very small sample size relative to the U.S. In any case some of their preferences are different and it seems that Theater in particular is not as popular or successful as it is in the United States and Great Britain. Another problem is the small sample size overall. Since there is no methodology cited it’s impossible to know if the data is representative of the average Kickstarter projects.

It would be useful to show charts that emphasized percentage over raw numbers of campaigns. That would show trends highlight which categories of projects that are most successful and downplay those that just have the largest numbers of launched campaigns. It would also be helpful to show the average size of each donation. That would allow for finding trends in whether it is better to have a few large donors or many small ones.