Timothy Marlett

Kickstarter Campaign Data Analysis

The Kickstarter campaigns provided to us show the attributes that contribute to success or failure in a campaign. One such attribute is the percentage of the goal that is met. Every successful campaign has met or exceeded the funding goal, some even having acquired over 200% of the goal. In contrast, every failed campaign has less than 100% of their funding goal met, oftentimes never coming close (10% or less). Of the cancelled campaigns, the ones that met or came close to the pledged goal (70% or above) were technology campaigns, specifically wearables. An exception was found in a journalism campaign and a film campaign, both having few backers but met the goal through large average donations.

Another attribute that contributes to the success rate of a campaign is the category. In particular, entertainment campaigns such as video media (documentaries, films, television) and music succeed at a higher rate than technology, video games, and plays. It is worth noting that plays do significantly better than technology and video games. This is possibly due to their nature as an entertainment medium one can watch, making it akin to video media and music.

A third attribute, the date a campaign was launched, does not appear to have a clear correlation between success and failure. The number of campaigns stays steady throughout the year based on averages between 2013 and 2017. As the year progresses, however, less campaigns are successful. Regarding the success of a campaign, campaigns have a marginal advantage if launched between April and June rather than at the beginning or end of the year.

Our dataset is limited by our lack of demographic information on backers. If we included the location of backers, we could find out more about the potential spending power backers have and make assumptions about the products that would benefit them. Hypothetically, if we knew a product was backed almost exclusively by people in Colorado, Wyoming, Montana, Alberta, and other northern states/provinces, we could attribute a lower number of backers to a lower population target demographic, or the contrary could be true for an area with a higher population and more spending power per capita. One could assume this information through the product descriptions, but having location data would help immensely by giving us numerical data such as potential backers in areas that would benefit most from the product.

Another pivot table and bar graph combination we could create is one using the number of backers as the column (y-axis) and categories/sub-categories as the rows (x-axis). This would tell us more about the popularity of certain project categories. We could also create a new column on the main sheet that displays the number of days between a campaign’s launch and its deadline, and using this information to create a pivot table displaying the number of successful campaigns under and over certain values of “time-between.” For example, we could show the number of successes, failures, and cancellations of projects that have a week, a month, or even up to a year before the deadline. This would tell us whether a project’s strict deadline affects its success or not. Furthermore, we could add a filter by category to show us which projects require more time to be successful.