Analysis of Kickstarter Campaigns

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# Conclusions

The conclusions I can draw from the provided data from Kickstarter campaigns are the following:

1. Overall, Kickstarter campaigns are more likely to succeed with a 53.8% success rate than fail with a 37.6% rate or get cancelled with an 8.6% rate.
2. When performing an analysis by category, the campaigns in Music (79.4%) and Theater (61.3%) have the highest success rates and Food (17.5%) and Publishing (33.8%) have the lowest success rates. On the other hand, the categories with the highest cancellation rates were journalism with a 100% and Technology with a 29.7%.
3. When analyzing the campaigns **41 sub-categories**, there are **12 sub-categories with a 100% success rates**, which are rock music, documentary films & videos, hardware, tabletop games, short films & videos, television films & videos, non-fiction books, classical music, electronic music, pop music, metal music, and radio & podcasts. There are also campaign **13 sub-categories with 100% failure rates**, which are animation, video games, drama films & videos, faith music, jazz music, mobile games, children’s books, fiction books, restaurants, photography of nature, people and places, and technology gadgets. However, theater plays had the most number of Kickstarter campaigns (1,047) and the most number of successful campaigns (694).
4. When analyzing the campaigns by launch dates, there is trend in decrease in the number successful campaigns during the summer months. Also, the number of successful and failed campaigns continue a downward trend until December when the failed count surpasses the success count. But when you review the categories in December you still find that Music is still the most successful with a success rate of 77%.

# Limitations

The limitations I found with this dataset are the following:

1. In order to provide a more thorough analysis for generating actionable insights we need a larger dataset since this dataset only includes 9 parent categories and 41 sub-categories.
2. There is no data on if a successful campaign came to fruition or was the project actually completed; was the project successful in the real world and was a business started?
3. Also, no specific locations are provided other than country. It would be great to have the city in which the campaigns originated to visualize success by part of the country (i.e. in the US it would be states and cities).

# Other Possible Tables and/or Graphs

The following additional tables and/or graphs can be created:

1. A bar chart to display with number of days campaign ran and their outcome to determine if the length of the campaign affects its success rate.
2. A pivot table using location and outcomes with a map chart visualizing by country the comparison of number of campaigns initiated in that country and their success rate.