The truth and the story

Kickstart My Chart

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Project Results Analysis

This report uses Excel charts to analyze historical Kickstarter project data to discover market trends.

# Conclusions that can be drawn from analyzing this dataset

## Theater projects are the most common major category of projects proposed on Kickstarter

As can be seen in the chart below, Theater projects are by far the most plentiful of those proposed on Kickstarter with nearly twice as many as the next major category, Music.

## Theater projects have historically been the most successful

Also in the chart below, we can see that more Theater projects have succeeded than any other major category, although Movies have had a higher percentage of success.

## 1.3 Plays are the most successful subcategory of projects

Continuing with the analysis of results by subcategory, the chart below shows that plays have historically been the most successful subcategory.

## 1.4 Fewer Kickstarter projects have been started later in the year

The chart below indicates that relatively more projects have been started early in the year compared to the number started later in the year. Further those that were started later in the year had a much lower success rate.

# Limitations of this dataset

As shown in the preceding section, analysis of this Kickstarter historical database can provide some insights that might be predictors of success, such as project category, subcategory and time of year started. However, there are many important success factors that are not included in this database. Examples are experience of project team and competitive projects that were funded by other means. Also historical trends are not a guarantee of future market behavior. Market trends can change over time. Although it would be possible to look at market trends, this data does not include the latest Kickstarter projects and so may miss the most recent trends.

# Other possible tables and graphs

This dataset has additional information that could provide important insights. For example, the correlation between staff pick and project outcomes would be interesting to look at to determine if the Kickstarter staff are able to identify promising projects. As mentioned above, the date started information could be used to identify market trends like are some types of projects becoming more and or less successful over time. Another interesting analysis would be to look for any effect of overfunding.