Kickstarter is a benefit corporation platform that is used to help fund creative projects by crowdfunding donations from the public. Campaigns are created with a funding goal that must be reached by their set deadline in order to be successful, otherwise the campaign will fail. In this report, we will be analyzing a dataset of over 4,000 campaigns. [[1]](#footnote-1)

Based off the line chart in “Sheet 2”, we can see that theater is the most prevalent parent category with 1,393 total campaigns and a 53% success rate; however, music is the most successful category. There are only 700 total campaigns for music, which is almost less than half the amount of theater campaigns, but it boasts a 77% success rate.

Additionally, the most prevalent sub-category are plays. Plays take up over ¼ of the total campaigns and have a 65% success rate. Without having to read data, you can easily see based off the line chart that there is a very significant difference in the number of campaigns for plays compared to every other sub-category.

Comparing campaigns by the month they were created on “Sheet 4”, we can see that there was a peak during the summer months for campaign success followed by a significant drop in December. December is also the first and only month where there were more failed than successful campaigns.

No database it without its faults. One limitation of this dataset is that in order to pledge on Kickstarter, you must use a major credit card; owning a credit card in Europe, for example, isn’t as common as it is in North America. 70% of Americans own a credit card [[2]](#footnote-2)whereas only 45% of the Denmark population owns a credit card.[[3]](#footnote-3) Although you can pledge any project from anywhere in the world, obviously the target audience would be those who live in the same country the campaign was created therefore it is difficult to compare the success of campaigns created outside of the United States.

Lastly, I think this database could benefit from an additional chart that shows the profit margins of each campaign that can be converted into a pivot chart that can filter successful, failed, live and canceled campaigns (alternatively, make a chart solely for the successful campaigns) so that we can see which are most profitable.

1. *Crowdfunding platforms - Kickstarter vs Gofundme vs Indiegogo. Grasshopper. (n.d.). Retrieved March 31, 2022, from https://grasshopper.com/resources/tools/crowdfunding-platforms-kickstarter-gofundme-indiegogo/*

   *Moreau, E. (2021, May 27). Not sure what Kickstarter is all about? here's what you need to know. Lifewire. Retrieved March 31, 2022, from* [*https://www.lifewire.com/what-is-kickstarter-3486258*](https://www.lifewire.com/what-is-kickstarter-3486258) [↑](#footnote-ref-1)
2. *Credit card statistics. Shift Credit Card Processing. (2021, August 30). Retrieved April 2, 2022, from* [*https://shiftprocessing.com/credit-card/*](https://shiftprocessing.com/credit-card/) [↑](#footnote-ref-2)
3. *Percent people with credit cards in Europe. TheGlobalEconomy.com. (n.d.). Retrieved April 2, 2022, from https://www.theglobaleconomy.com/rankings/people\_with\_credit\_cards/Europe/*  [↑](#footnote-ref-3)