Kickstart My Chart: Kickstarter Campaign Success Analysis

Initial analysis

* Formatting cell color by success / failure or level of fund not especially informative given the large set of data. Difficult to obtain a big picture.

Three Conclucions

1. Success by Category

* Top three successful categories are Music (77% success rate), Theater (60% success rate) and Film & Video (58% success rate).
* Bottom three successful categories (leas successful) are Publishing (34% success rate), Food (17% success rate) and Journalism (0% success rate).
* Top three most active countries are the United Sates, Great Britain and Canada. The top three categories for each of these individual countries are as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| Country | #1 Category | #2 Category | #3 Category |
| USA | Music | Film & Video | Theater |
| Great Britain | Music | Theater | Games |
| Canada | Music | Theater | Photography |

* From the standpoint of categories, the entertainment categories are the most successful: primarily Music and Theater.

1. Success by Sub-Category: Music and Theater

* The sub-categories for Movies experience a strong dichotomy of either being very successful or failing completely. All sub-categories are either completely successful (indie rock projects were 88% successful). However, there are three sub-categories that had success rates of 0%: faith, jazz and world music.
* All three sub-categories of Theater had moderate success rates, with plays at 65%, spaces at 45% and musical at 43%.

1. Success Rates by Launch Date

* Looking at the various project success rates by launch date (month) for each of the full years of activity (2010 through 2016), there appears to be no trend in project success rate based on the launch month.

Limitations

* Given the subjective nature of Kickstarter projects, analysis of success rates by objective factors such as category, sub-catogory, launch date, etc may not be the most effective approach in determining whether a specific proposed project will be successful.
* Rather, an analysis of successful and unsuccessful projects within the same category / sub-category should be undertaken. Moreover, subject matter expertise should be applied in order to identify nuanced differences between the successful and unsuccessful projects.