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Kickstarter Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

In all countries, campaigns under the categories related to arts and entertainment received the most funding, particularly theater, music, and film & video. These three categories have a 55% success rate or higher for meeting the funding goal. The success rate for the Theater category is largely due to Plays which outperforms all other subcategories with at least a 65% success rate of funding.

The best time to launch and end a funding campaign is in the second quarter. Success rates for funding begin to decline the second half of the year. There is no correlation between the launch date and campaign cancellations. Cancellations typically resulted in the categories of technology and journalism.

1. What are some of the limitations of this dataset?

There wasn’t any data about the donors. Data about the donor’s contributions, patterns, and frequency would be helpful for a targeted campaign. A funding campaign could recommend similar categories/subcategories. This could be a different way to structure the Kickstarter’s broker percentage e.g. a tiered cost structure to charge a higher fee for pop-up ads or direct advertisement to recommend related projects that a donor may also want to support.

What made up the ad space content? Were there any audio/visual aids that campaigns used to advertise? If so, what features were most successful.

Data set was only limited to one provider. How did Kickstarter’s competitors perform?

1. What are some other possible tables/graphs that we could create?

* Average cost of donations per category/subcategory
* Average goal amounts that successfully met or exceeded funding per category/subcategory
* Kickstarter percentage compared to amount of funding required- to determine net amount available to the project after broker fee satisfied