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GROUP
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MEASURING SUCCESS ON **KICKSTARTER**



SCENARIO

Today, many creatives and entrepreneurs rely on crowdfunding, the collection of capital from large groups of people on the internet, to bring their goals to fruition. The United States serves as one of the most dominant in terms of funds raised from this innovative method. From brilliant short films to the next “seen on tv” phenomenon, crowdfunding can turn dreams into reality. We used data from a prominent crowdfunding platform, Kickstarter, to answer the question: *How does the category of a Kickstarter campaign influence its success?*

This information will display what people in the United States are most interested in when it comes to crowdfunding so entrepreneurs and creators can predict their own success.

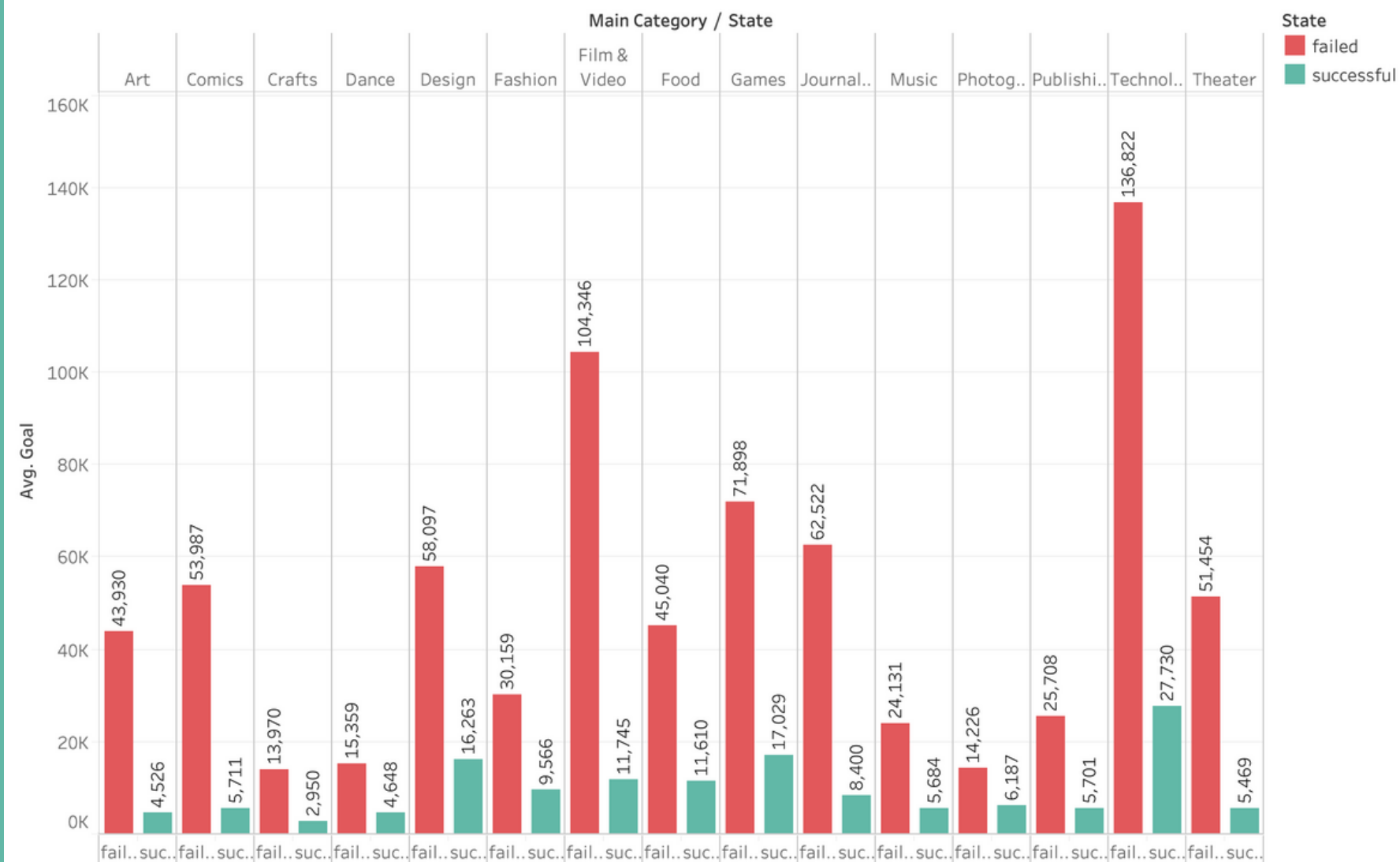


The Data



The dataset, titled "Kickstarter Projects" includes data from campaigns between 2009 and 2016. The dataset contains fields like the name, category, deadline, funding goal, number of backers, amount pledged in US Dollars, percent of funding goal raised, and the state (success/failure) of each project. Because we sought to find the commonalities between successful crowdfunding campaigns, we primarily focused on the number of backers, state, percent of funding goal raised, and amount in US dollars pledged for each category. In order to identify trends in successful Kickstarters, we looked at possible connections between the average number of backers, total funds raised, and average funding goal for each of the 15 main categories of campaign. Of course, since we focused on U.S. data alone, campaigns from other countries were omitted.

Average Goal by Category



Average Number of Backers Per Fundraiser by Main Category



Average Goal by Category: For every single category, the average funding goal for successful projects was significantly lower than that of the failed projects. The average goal for successful campaigns was \$9,547.93 while the average goal for failed campaigns was \$50,109.93. Therefore, campaigns with low funding goals tend to be more successful than those that call for grandiose, high goals. The three highest average goals for successful campaigns belonged to Tech, Games, and Design, while the highest average goals for failed projects belonged to Tech, Film, and Games. This suggests that Technology and Games have the highest chances of success in the lower goal range, as well as the lowest chances for success in the high goal range.

Average Number of Backers Per Fundraiser by Main Category: The graph clearly shows that in each category, there is a correlation between a higher number of backers and overall success. This may be due to the fact that more backers equals more support for a concept. The categories with the highest average number of backers per fundraiser include Games, Technology, and Design projects. The average amount of backers for successful projects was 271 while the average amount for failed projects was 16.4, further supporting this claim.

Number of Projects per Category

| State | Main Category | | | | | | | | | | | | | | | Percent of Goal Obtain.. |
|------------|---------------|-----------|------------|--------------|-----------|------------|---------|---------|---------|---------|---------|-------------|---------|---------|------------|--------------------------|
| | Games | Design | Technology | Film & Video | Music | Publishing | Comics | Food | Fashion | Art | Theater | Photography | Crafts | Dance | Journalism | |
| successful | 6,881,223 | 4,229,922 | 3,012,774 | 2,937,682 | 2,027,843 | 1,292,681 | 953,324 | 862,766 | 844,552 | 692,026 | 370,113 | 237,140 | 137,630 | 124,296 | 108,391 | |
| failed | 470,851 | 310,969 | 258,138 | 400,704 | 164,204 | 165,438 | 60,348 | 154,157 | 89,193 | 90,289 | 34,609 | 41,570 | 22,711 | 9,177 | 17,186 | |

Success Rate and Percent of Goal Obtained by Category (Failed Projects)

| State | Main Category | | | | | | | | | | | | | | | Percent of Goal Obtain.. |
|--------|---------------|---------|--------------|---------|-----------|---------|------------|---------|---------|---------|---------|---------|---------|-----------|---------|--------------------------|
| | Journali.. | Art | Film & Video | Comics | Technol.. | Theater | Publishi.. | Crafts | Food | Music | Fashion | Games | Dance | Photogr.. | Design | |
| failed | 0.01033 | 0.01497 | 0.01550 | 0.01937 | 0.01986 | 0.02034 | 0.02440 | 0.02541 | 0.02680 | 0.02743 | 0.02750 | 0.03752 | 0.04175 | 0.04766 | 0.04993 | |

Success Rate and Percent of Goal Obtained by Category (Successful Projects)

| State | Main Category | | | | | | | | | | | | | | | Percent of Goal Obtain.. |
|------------|---------------|-----------|-------|---------|--------|--------|------------|-----------|-------|-------|-------|------------|--------------|---------|-------|--------------------------|
| | Design | Technol.. | Games | Fashion | Comics | Crafts | Publishi.. | Photogr.. | Food | Art | Music | Journali.. | Film & Video | Theater | Dance | |
| successful | 4.164 | 3.522 | 3.467 | 2.301 | 2.200 | 1.957 | 1.551 | 1.485 | 1.480 | 1.455 | 1.280 | 1.260 | 1.249 | 1.158 | 1.133 | |

Success Rate and Percent of Goal Obtained by Category: Out of all the categories, the Journalism category had the highest percentage of failures (0.01% of goals obtained) whereas the Design category had the lowest percentage of failures (.049% of goals obtained). For successes, Design had the highest percentage (4% of goals obtained) and the lowest percentage was Dance (1.13% of goals obtained). This shows that projects in Games and Design tend to have a greater chance at being successful despite the number of projects in these categories, and that projects geared towards artistic pursuits (i.e. Film, Theater, and Dance) tend to fall short in their goal and/or fail.

Conclusion



Through our analysis, we found that the categories with the highest chance of success are technology, games, and design projects. In addition, if these projects garner a higher number of backers (average of 271) and aim for a lower funding goal (below **\$50,109.93** and closer to **\$9457.93**), they are even more likely to succeed. Fashion and Comics projects actually came very close, but the success rate relative to the amount of projects for these categories was significantly lower. Why may all of these conclusions be true? Since technology, games, and design (products) tend to be growing fields with a lot to offer consumers, they're more likely to receive funding compared to projects like films, art, and journalism which are more intellectual and subjective. A higher number of backers means more people want and agree with a concept, especially when the funding goal is so low. A lower goal most likely means that the products themselves will be sold for a lower cost to consumers. In the end, the category of a Kickstarter Project did indeed impact its success.



Work Cited

Dataset Source (Kaggle):

<https://www.kaggle.com/kemical/kickstarter-projects>