Doris B. Cohen
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Kickstarter Campaign – Module 1 Challenge

Louise's campaign data provides a lot of information about the types of campaigns that people will back and make financial contributions. Since 2009, Louise has been tracking the outcomes and results of these campaigns. Below is a summary of the analyzed data, which is provided in Excel, along with visualizations about some of the observations that were made. Finally, there are some recommendations based on the data.

The Excel workbook, titled "data-1-1-3-StarterBook Module 1 Challenge" provides various sheets of information about Louise's 4,114 campaigns. The sheets are broken down by tabs that specify the data visualized and analyzed, as listed below:

- Kickstarter: Source data, this is the original information provided with some filters and functions to provide insights on the data.
- Outcomes Based on Goals: Table of outcomes based on Plays
- Outcomes Based on Launch Date: Table and graph of outcomes based on Theater functions
- PT – Outcomes Based on Goal: Pivot table and chart with range of pledges
- Successful US Kickstarters: List of functions that were success in the US
- Failed US Kickstarters: List of functions that were not successful "failed" in the US
- Descriptive Statistics: Mean, median, mode, standard deviation and central tendency calculations
- Edinburgh Research: Specific functions occurring in Edinburgh
- PT – PCO: Table of US parent category outcomes, currently set to Technology
- PT-Subcategory Statistics: table and chart view of all the campaigns by outcome and subcategory
- PT – Theater: table and chart view of all theater categories by outcome and launch month
- All Types by Year: Annual breakdown of Outcomes
- GB Theater Chart: Great Britain box plot chart by goal and pledged amounts

Analysis & Observation

Most of the focus is placed on the tabs titled Outcomes Based on Goals and Outcomes Based on Launch Date. These two sheets provide details about successful plays and the outcomes for theater campaigns. These sheets specifically focus on the plays and theaters successful, failed and canceled campaigns. The Launch Date focuses on the month when the Theater campaigns went live and how the fundraising performed. Goals breaks down the outcomes based on pledged amounts.

In both analyses, there was great success in securing backers for Plays and Theater. With Plays, the pledges between $1,000 and $9,999 had 100 or more backers and were successful over 90% of the time. The Theater campaigns showed us that we arrived at success %60 of the time. By far, Plays were more successful than Theaters.

We also learn that all the campaigns that had a spotlight were successful. This happened 100% of the time, irrespective of the type of campaign or which country it occurred. There were 2,185 of 4,114 that were spotlighted, with an average of $18,579 pledged. The average pledges for successful plays were $4,536. Overall, spotlighting campaigns has proven to be successful in all campaigns.

The length of each campaign ranged from 1-90 days. Campaigns had the highest number of success in the 30-day time period. Failures were also higher in this time period. However, it is important to note that the percentage of success at the 30-day mark was 49%. Success that was 70% or greater was achieved on 633 campaigns that ranged from 2-90 days.

Data Limitations

There were limits on what could be analyzed based on the data. Some of the comparisons could not be made since there was few or no data on campaigns that were run between 2009 and 2017. In addition, there were less than 200 campaigns every year for the first 3 years of this assessment. Seventy-seven percent (%77) of the campaigns occurred between 2014-2016.

Find out from Louise if there is missing data or the campaigns grew in number in later years. In addition, there is little information about what the Spotlight True/False column truly means. The data suggested that when the Spotlight is "TRUE" the campaign is successful. It would be beneficial to obtain a data dictionary from Louise or create one for her so that we are clear on the meaning of each column.

Recommendations

1. Discuss the data set and find out why the information prior to 2013 is so much less than 2014, 2015 and 2016. The info for 2017 only goes to March.
2. Find out more about the Spotlight on campaigns. Since there is consistency in the success rate, this option should be utilized on all campaigns.
3. Focus on plays between $1,000-$9,999 which were consistently successful.
4. Obtain more information about "live" outcomes to determine if they should be moved to another category.
5. Learn more about the reason for the higher volume of plays compared to other campaigns. Then, use that information to determine if it gives any insights to the success of outcomes.

Suggested Visualizations

- Table by year and subcategories
- Comparison of true/false Spotlight data against subcategories
- Graph of campaigns by year
- Analysis of "failed" campaigns. Visualize pledge amounts and length of time between launch and end date
- Create a table and stack bar chart with all parent categories and outcomes
- Create a graph with Percentage Funded compared to Outcomes
- Create a chart with length of campaigns to show volume of outcomes
- Create a table with outcomes to determine why %37.19 of the campaigns failed, 8.48% were canceled, 1.22% were live and 53.11% were successful.