

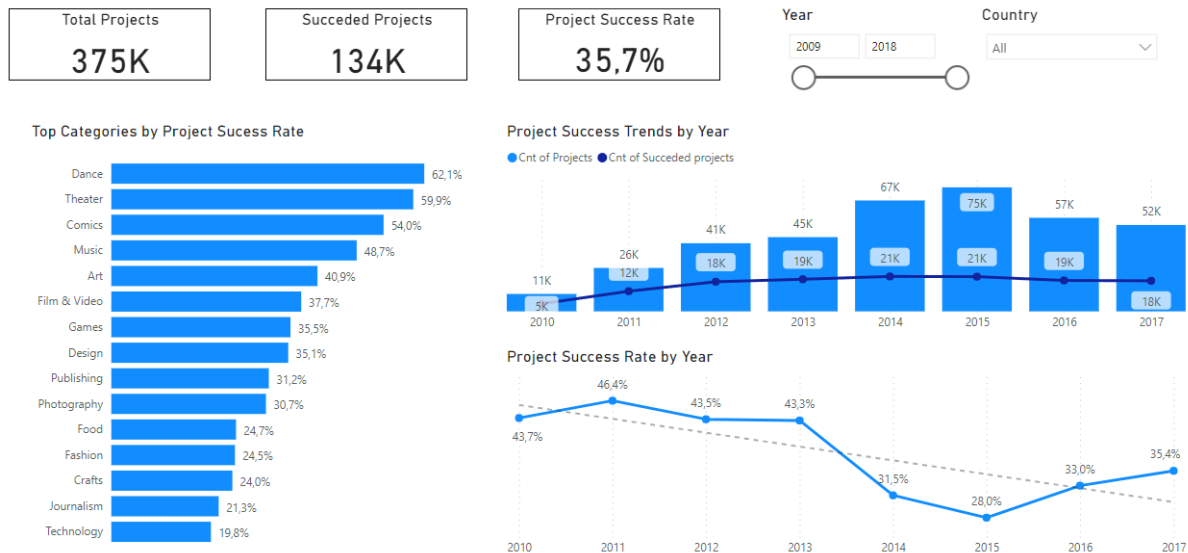
# Kickstarter Project trends dashboard

## Overview

This dashboard tracks Kickstarter's project trends from 2010 to 2017, focusing on the project funding success ratios and trends.

### Kickstarter Project Success

This report is used for monitoring project statuses by categories and over the years. If you would like to have a more detailed view, you can use filters to obtain results by country and year.

**KICKSTARTER**

## Business Questions

The dashboard can be used to answer the following questions:

- How many total projects are in the dataset?
- How many of them are successful?
- What are the most successful project categories?
- What is the time trends of the success rate ?

The Launch Year and Country slicers provide additional filtering capabilities.

## Data source

The dataset is about Kickstarter project campaigns. Each rows describes one project:

- The ID and Name fields identify the project ("7497452927", " Toy Story for dogs ")
- There are 3 descriptive attributes for each project:
  - Category has 15 distinct values ("Art", "Literature", "Publishing" etc.)
  - SubCategory has 159 distinct values ("Fashion", "Shorts", "Music" etc.)
  - Country has 22 distinct values ("Italy", "United States", "France" etc.)
  - State has 5 distinct values ("Failed", "Successful", "Canceled" etc.)
- There are 2 date fields: Launched, Deadline
- There are 3 measures: Goal, Pledged, Backers

## Calculated fields

The following calculated fields has been added for displaying the ratios:

- Cnt of Projects = `COUNT(kickstarter_projects[ID])`
- Cnt of Succeeded projects = `CALCULATE([Cnt of Projects], 'kickstarter_projects'[State] = "Successful")`
- Project success rate = `[Cnt of Succeeded projects]/[Cnt of Projects]`

## Dashboard Layout

The dashboard consists of 3 main areas, in the following vertical order:

- Header area (Title & subtitle, company logo)
- KPI and filter area
- Main charts area

### The main charts

- **Top Categories by Project Success Rate:** A stacked bar chart showing in descending order the categories by the project success rate
- **Project Success Trends by Year:** A stacked column chart with a line chart that shows the count and the trend of the successful projects by time
- **Project Success Rate by Year:** is a standard line chart that shows the project's success rate in percentage by time with an additional trend line in grey color

## KPI Cards

There are 3 KPI cards on the dashboard:

- **Total Projects:** The number of projects, calculated by counting the distinct project IDs in the dataset
- **Succeeded Projects:** Similar to the above, but filtered by the State field to count only the successful projects
- **Project Success Rate:** The ratio of the successful projects to the number of projects in percentage,

## Slicers

- **Year:** is a „between” slicer for the Year part of the Launched date field
- **Country:** is a dropdown slicer with multi-select for the Country field

## Non-visible filters

- The launch date is filtered with to show project only between 2010 and 2017 to show only the years with a significant amount of projects