

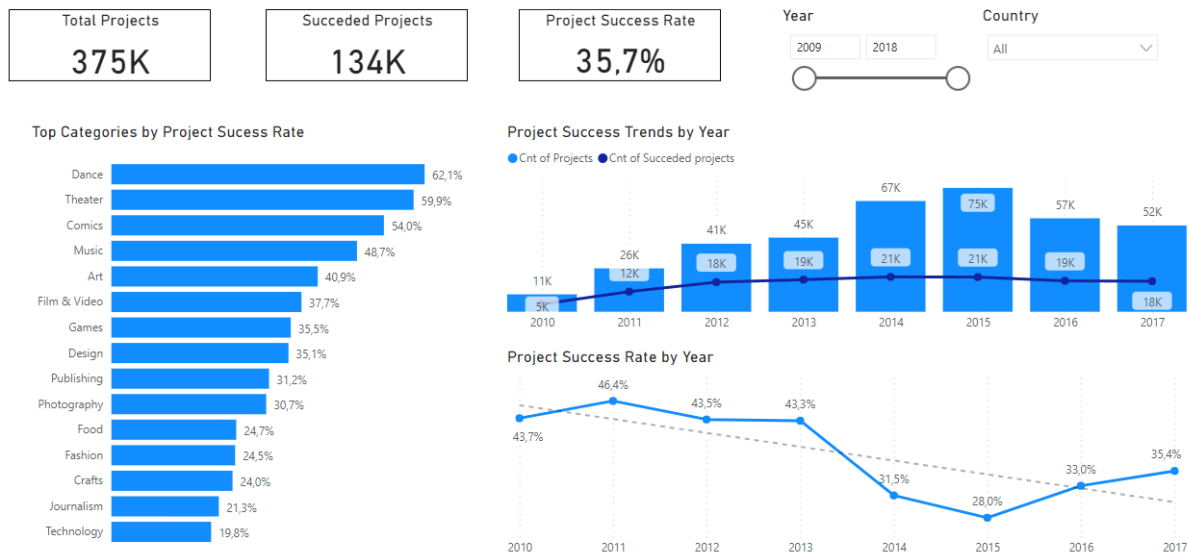
Kickstarter Project trends dashboard

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