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Kickstarter Project Analysis

1. Given the provided data, three conclusions we can draw about Kickstarter campaigns are as follows:
2. Theater projects, specifically plays, have a high number of successful projects, while music projects have a higher rate of success when comparing the number of successful music projects to the overall number of music projects. (See at a glance in the Success of Campaigns per Category graph in the Category\_Stats tab.)
3. When tracking campaign launch dates across several years, 2009-2017, there’s an uptick in success for campaigns launched in May. Examining our data for the five most recent years in our data set, 2013-2017, confirms the uptick in success for May launches. When examining individual years, however, there’s not a clear trend that favors a particular month. Comparing a category with a high rate of success (Theater) with a category with a low rate of success (Food) also confirms the higher rate of success for campaigns launched in May. (See at a glance and filter the data by category and year in the Outcomes\_Based\_on\_Launch\_Date tab.)
4. Successful projects had a higher number of backers, an average (mean) of 194 backers, compared to an average (mean) of 18 backers for failed projects. (See at a glance, along with additional statistical analysis in the Backers\_Count\_Stat\_Analysis tab.)
5. Limitations of this data set include the age of the data. This analysis is being conducted in 2020, and the most recent data is from 2017. Missing the last three years could mean missing trends that may be influenced by changes to how campaigns are viewed on the Kickstarter website or cultural movements that took place during that time period that might change backers’ behavior and interests.

Other limitations include not knowing if the campaign was featured or otherwise highlighted on the Kickstarter website, drawing more views and potential backers. We don’t have any information on the incentives being offered, the suggested price of those incentives or rewards, or their perceived value to prospective backers.

We don’t have data on how many views each campaign’s page received. We have no way of measuring how attractively the campaigns were presented, or how easy they were to find by prospective backers on the Kickstarter site.

1. Additional tables and graphs for analyzing this data set could include the following:
2. A pivot table and line graph comparing the duration of campaigns, from launch to deadline, to see if there’s a relationship between the length of the campaign and success rate. This could help plan a realistic time frame for a new campaign.
3. A pivot table and graph comparing average donation to total amount pledged, to help guide pricing of rewards or tiers of suggested donations.
4. Graphs and charts specific to category and sub-category, that compare goal outcomes and backers count. Viewing the data that’s specific to the client’s category may be more useful than comparing across all of the possible categories on Kickstarter.