

Kickstarter Excel

When first looking at this data set there is ample amount of data to form conclusions to, but there are three conclusions that stand out to me the most. These conclusions would first be that Kickstarter is capitalized by two nations the most, theatrical campaigns have a higher campaign total, but music campaigns have the highest success rate.

With there being over 4,000 campaigns completed on the data set you are unable to quickly determine the origin with the most campaigns, but a simple pivot table can provide this information. When making the pivot table showing the break down of categories and sub-categories I was able to apply a country filter. This is where it becomes obvious that the United States and Great Britain capitalize the use of Kickstarter the most. The total of global campaigns is 4,114 with 3,642 of those coming the US and GB. That is a total of 88.52% if campaigns coming from two nations alone.

Along with that this pivot table also provides an insight on the popularity by categories. When looking at the total campaigns you can see that on a global scale 33.85% of all Kickstarter campaigns are associated with a theater project. You can also determine that a play has the highest percentage of success with a rate of 82.71% out of the 839 successful projects. However, music may not have as many campaigns, but your chance of success is higher.

Furthermore, theatrical campaigns have nearly double the amount than music, but a deeper dive on the data reveals interesting aspects of each data set. With the saturation of theatrical projects, you have a 60.22% chance in a successful funding. While this is a high percentage of success you have an even higher chance of 77.14% chance of having your music funded.

However, there are some limitations to this data set and the main limitation is the time frame of data being from May 2009 to March 2017 you would have a difficult time consulting an interested company on whether they should approach Kickstarter as a crowdfunding source, or if their solution may be a different source. I also believe a better way to present this data set would be to further analyze the data into more precise percentages between the state of funding and category/sub-category. I was able to implement an additional that achieves a factor of this, but not the whole solution. Ideally you would create another sheet calculating the percentages of success, cancellation, failure, and live. To then make an interactive Pivot Table and Chart would allow a more presentable data set and would break down the chance of their project funding verses a different path.