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Kickstart My Chart Report

This report presents the information contained in the *Kickstart My Chart* workbook and organized to better understand the relations between the data sets with special attention to the relation between the success of campaigns based on category and sub-categories. With the findings compiled in three different charts, our hope is to facilitate the representation of whether a specific campaign was more successful as a representative of a whole and not individually.

**Data Analyzed**

The first sheet in the workbook includes the different campaigns, a summary of each and data on the goal, amount pledged, number of backers and more importantly whether it was successful, failed, cancelled or currently live. The information contained in this sheet was used exclusively to produce the tables and graphs from the following other sheets: Categories, Subcategories and Status.

**Compiled Data**

The “categories” sheet includes a table in which we not the status of the campaigns based on the amount pledged compared and divided into categories as the name suggests. For the graph a stacked bar graph was used to include all the statuses from each category on a single bar so that it is visually easier to note whether it was successful or not. From the information on this sheet one can note that the biggest winner was the Theater category followed by Music, Film & Video and lastly Technology as the top successful categories. That being said, we can also see that the largest amount of failed campaigns also came from the Theater category with 493 failed campaigns, only seconded by the Technology category which had 213 before the rest had more similar numbers. Secondly, we have a similar table and graph on the third sheet labeled “Subcategories”. This graph and table showcase a more detailed look at the information from the campaigns as compared to the “Categories” graph; this allows the client and analysts to view what subcategory was more successful than the rest. Within this chart we can now see blanks in the data where subcategories either were completely canceled, failed, or successful. Lastly, we have a sheet that contains a line graph of the amount of successful, canceled, failed or live campaigns throughout each month and filtered by not only category but year as well. Within this graph we can note the influence that the spring months may directly or indirectly have on the success of the campaigns.

**Conclusions**

For the purpose of this report, I have prepared three conclusions inspired by the information displayed in the compiled pivot tables and graphs:

1. The spike in the month of May in our “Success by Date” graph may correlate with the months in which theaters and plays must create their schedule in order to prepare for busier seasons in the fall and winter months; however if one would like to make this assumption, it would be important to gather related information on when theater companies typically plan their yearly plays and gather resources to put them up.
2. Crowdfunding platforms, like Kickstart, are the most popular categories of campaigns due likely to the return the backers will receive by investing referred to as pledging by this data. We can see from the information detailed above in the report that Theater, Music and Film & Video have the highest numbers of successful campaigns; however, this may be correlated to the sheer number of campaigns submitted as compared to other categories. Things such as Food, Journalism, Photography and Publishing are much more niche and have to be marketed to very specific types of backers as these cannot be replicated and made available to the public as the “winning” categories. Much like traditional investing, the backers need to be rewarded for their pledging.
3. From the “Success By Date” data we can observe data from 5/17/2009 to 03/15/2017 and note that the platform Kickstarter really became more popular starting from 2015 when there is a more clear number of successful campaigns. We can observe that a greater number of campaigns are put up on the site and more people are willing to invest their own money into crowdfunding a project that may succeed in being created or not; but not only that, it shows that backers are willing to invest in the idea of a product that has yet to be develop fully with a limited or no proof of concept. One could say, that 2015 marked the start of the use of crowdfunding online as a form of financing projects rather than seeking banks and investors as projects often were funded since long ago.

**Limitations**

The data gathered would not be sufficient to determine whether a campaign will be successful or not. If a data analyst were to be hired by a company that wishes to use data to make better investments in Kickstarter campaigns or even how to make a campaign that is likely to be successful, these data could only be used to make broad hypothesis. In order to determine whether a campaign will be successful or not, it would be necessary to delve deeper into the process by which it was advertised, structured and which sorts of tools were used to create interest.

**Prospective analysis**

Looking at the information gathered it would be important to note the things that attributed to the success of the campaigns. Some information may be gathered again from each individual campaign but within the data already gathered we have “staff picks” and “Spotlight” which note whether Kickstarter itself showcased the projects on their main page or were used to recommend to backers who are new or have previously contributed to a campaign. A table and graph could be created to show the comparison of successful vs failed campaigns for those “staff picked” campaigns and whether this definitely influences the likelihood of a campaigns success as once again compared with the “spotlight” recommendations for backers who have pledged to similar campaigns. Is recommending a campaign based on your previous activity make a campaign more likely to become successful or is it the fact that they are placed on the home page easier to be noticed and backed?