KICKSTARTER

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To ascertain if certain categories of start-ups receive more crowdfunding and are more likely to succeed than others.

The data source

https://www.kaggle.com/kemical/kickstarter-projects

- The main data source I will be using is a table showing different project uploaded on kickstarter between the year 2009 and 2018.
- The dataset information like the category, state(failed, successful, live and other), the amount investment in each project, the number of backers, the launch date and other details
- This data source was collated by Kaggle user Mickaël Mouillé.
- The data was collect by Mickael from kickstarter platform.

Overview

- Crowdfunding is a practice where a large number of people invest small amounts of money in a project or a venture, typically via the internet.
- The project analyzes different categories of projects in kickstarter. Which is one of the most popular crowdfunding website. The analysis focuses on the success of projects in different categories.
- The analysis will help the investor predict if a project has the potential to be successful. Help the startup get an idea of when they can receive the target goals.
- Also, help motivate upcoming entrepreneurs by showing them that diverse categories can also be successful.

Code

https://github.com/Prajanya-g/Kickstarter.git

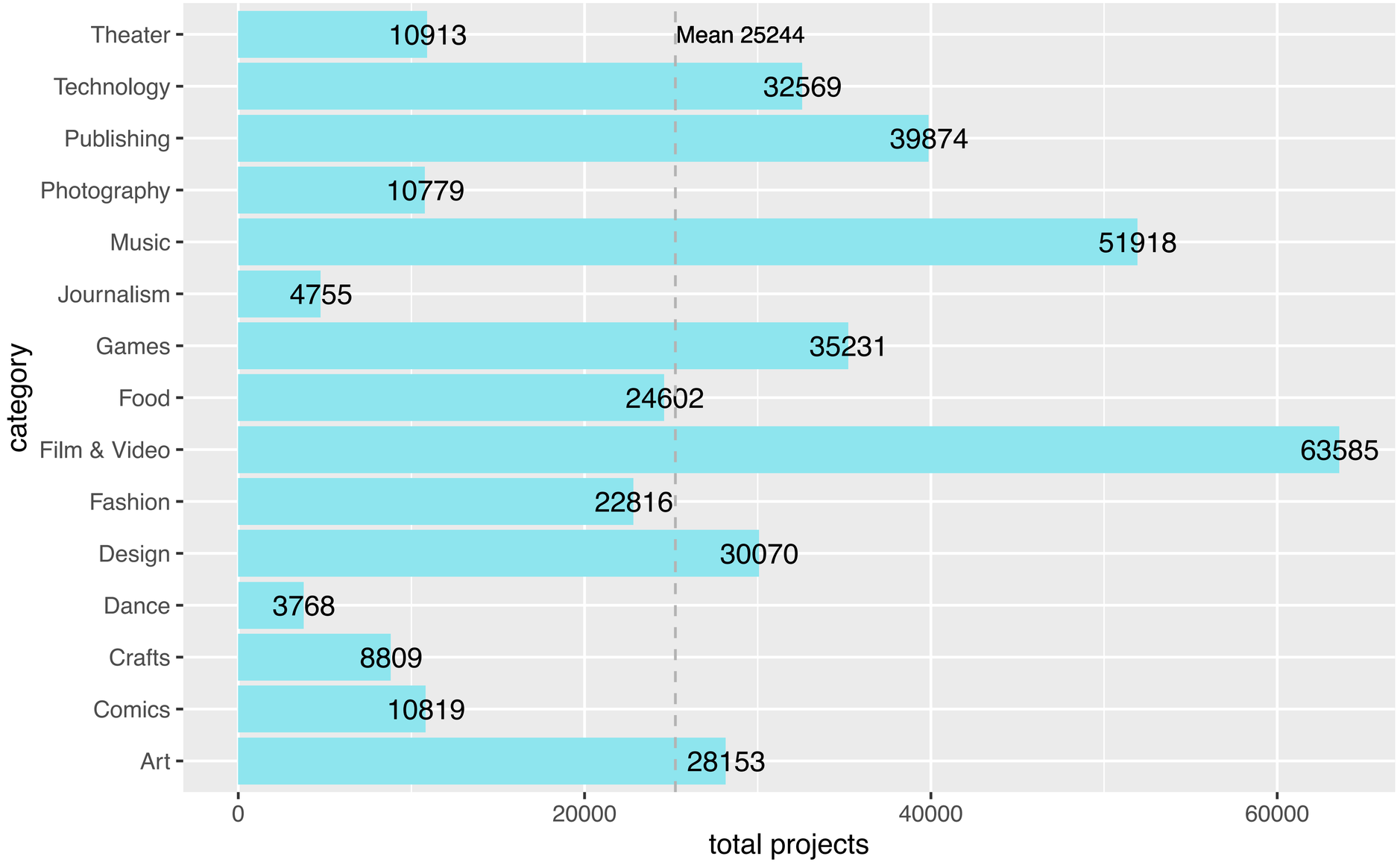
- Language - R
- Library- ggplot2 and dplyr
- Graphing -
    - ggplot - the data frame and the x axis and y axis data
    - geom_text, geomlabel- to add text in the plot of the graph.
    - xlab, ylab - To change the text on both axis
    - geom_hline - to draw a horizontal line through the graph
    - To specify the type of graph geom_bar, geom_line, and geom_point.
- The visualization follows the same order to construct. First, the data is sorted then calculations are performed on the sorted data. Further, depending on the type of graph calculations are performed.

Total number of successful and failed projects over the years

- The graph shows the total number of successful and failed projects over the year
- We can see the number of failed projects was always greater than the successful projects however the gap is closing in and the number of successful projects is increasing.
- This gap can be seen by comparing the slopes of the total project and the failed project in the year 2016-2017. The slope for failed projects falls drastically when compared to successful projects.

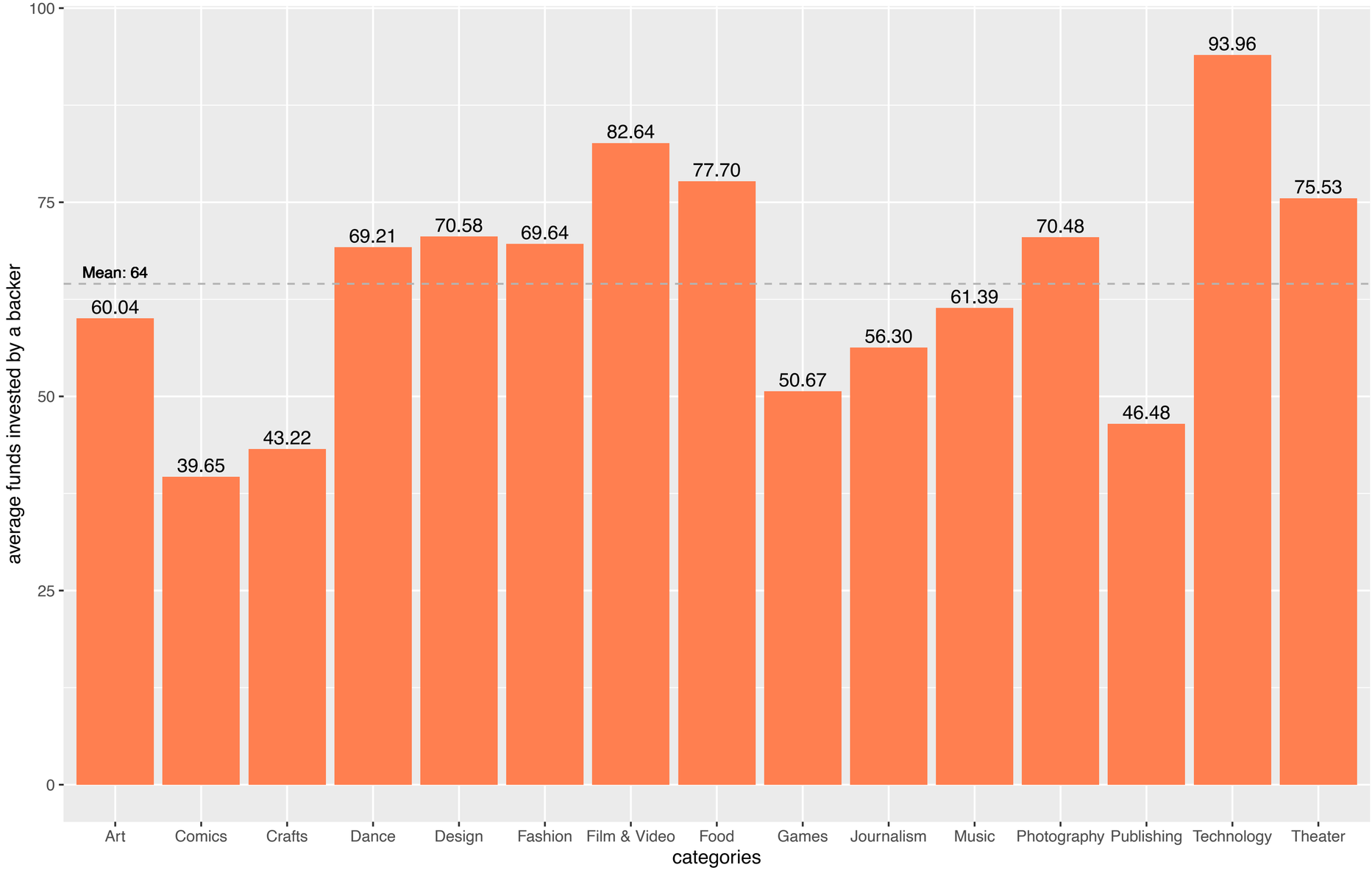
Total projects in each main categories

- The graph shows the total number of projects in each category and a dashed mean line.
- The category film and video have the largest number of projects and dance are the lowest.
- The categories technology, Publishing, Music, Games, Design, Art have projects large than the mean projects in all categories



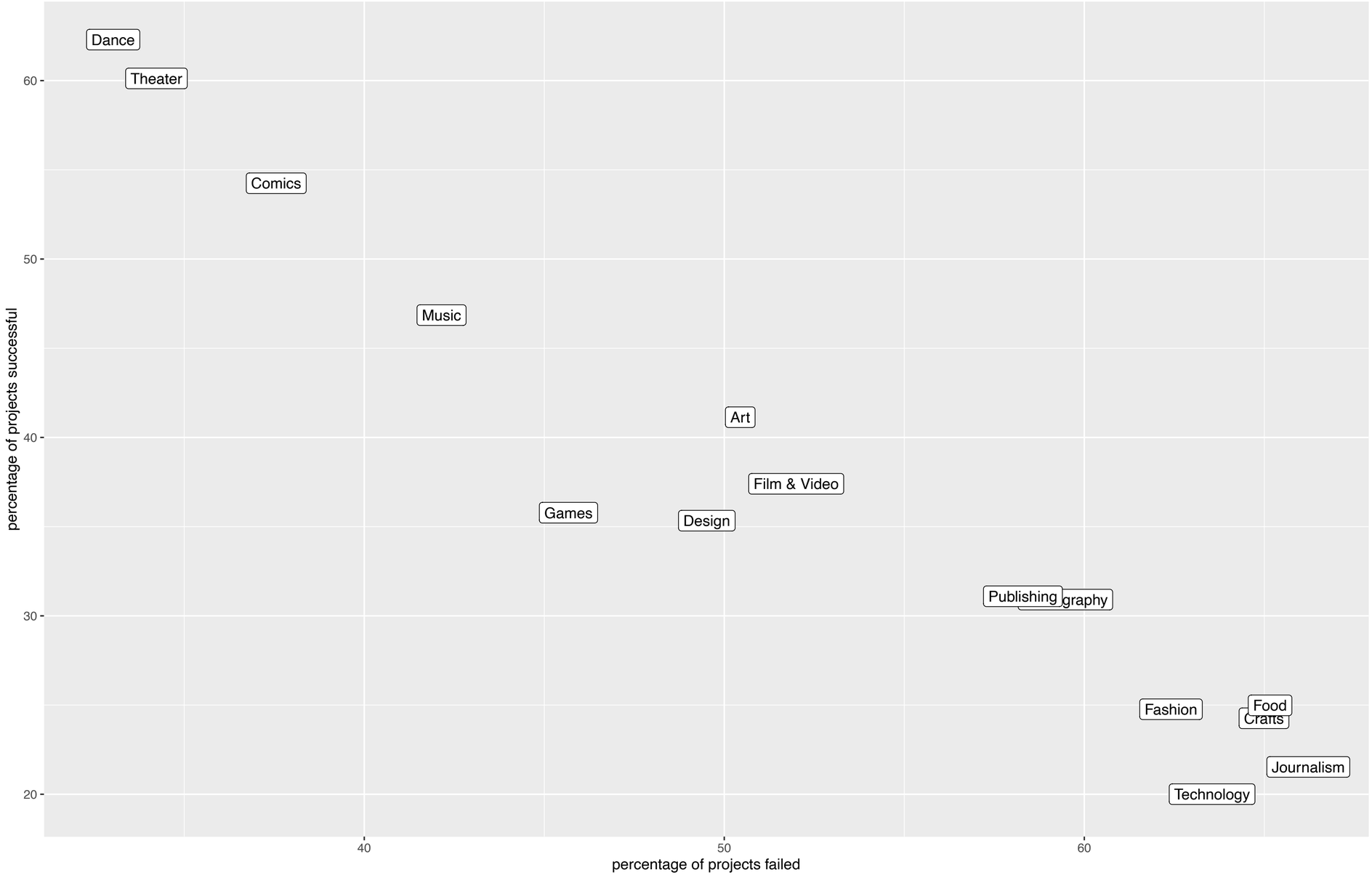
Average funds raised per backers in each category

- The graph shows the average funds raised by backers in each category.
- Hence, showing which category the backers are more interested in investing in.
- The technology receives the most investment per backer.
- There are a total of 8 categories above the mean.



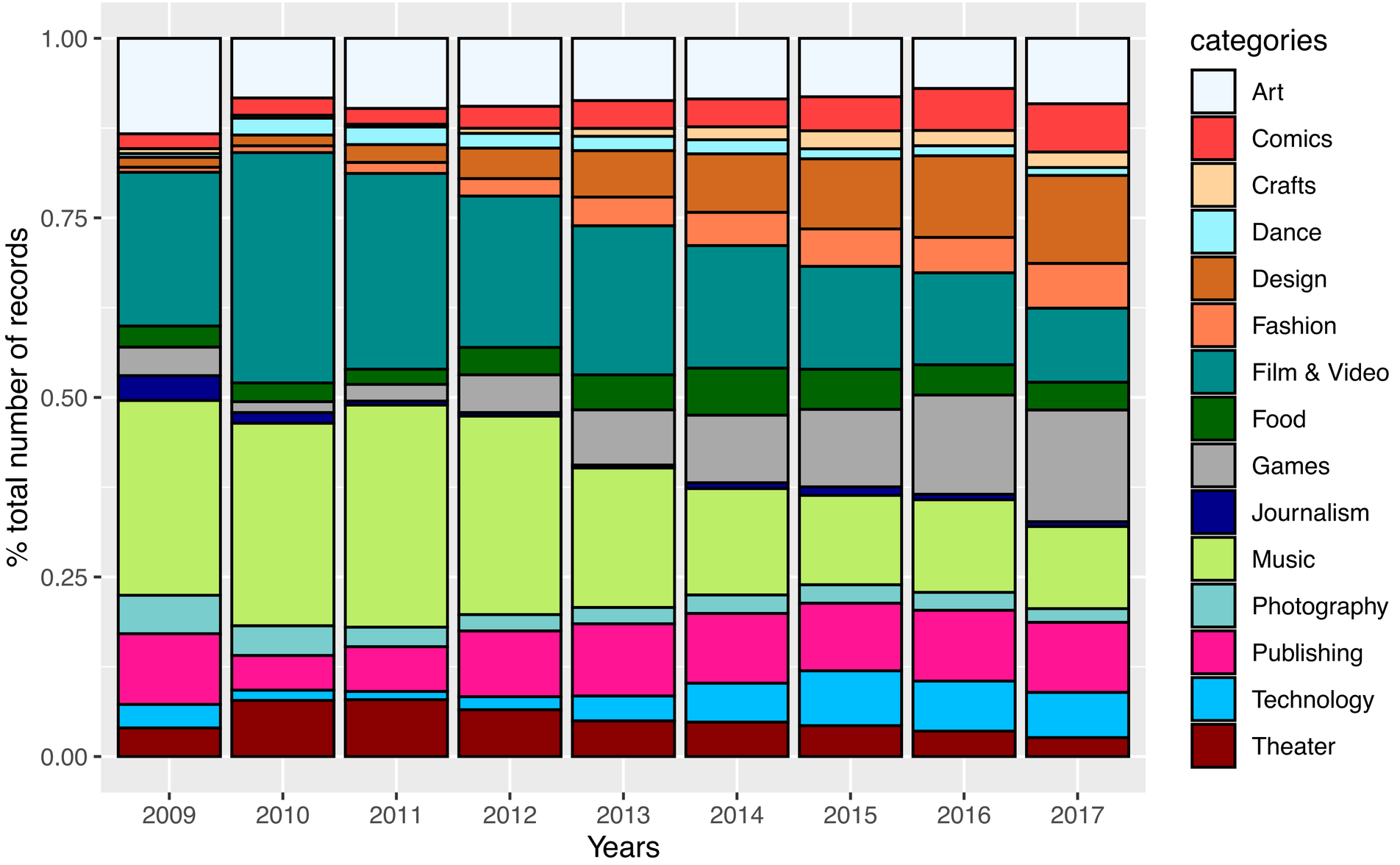
Percentage of successful and failed projects in each categories

- The graph shows the percentage of successful and failed projects.
- The project lying on the top left corner has a higher percentage of successful projects than failed.
- The projects on the right have a higher percentage of failed projects than successful.
- Dance has the highest percentage of successful projects



The portion of a category in successful projects each year

- The graph shows the portion of each category in the total successful projects for a given year.
- The graph helps in understanding the change in the portion of successful projects and helps us predict future trends.
- Categories like design, technology, Games, Comics, Craft have an increasing number of successful projects.



Conclusions

- The gap between the failed and successful projects is closing in which makes 2018 an ideal year to invest.
- Visualization indicates that design, technology, and Games have an increased rate of success which explains the increased interest in the backers for Games, Technology, and Design.
- Dance, theater, comics, and music have a higher percentage of successful projects. However, when we see the portion of these categories year-wise. We see a sudden drop in the music and theater. In contrast to this comic have an increased rate of success. Further, dance has maintained the rate of successful projects.

References

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