KickStarter Project Analysis

Introduction

Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

We are looking to organize and analyze a database of four thousand past projects in order to uncover any hidden trends.

Data:

Organized and obtained from the Datasheet below. Provided outside of this document if using PDF format of report.

StarterBook_Solved_Fi
nalSubmission.xlsx

Method

With a use of Microsoft Excel with features like Pivot Table, Pivot Charts, Conditional Formatting and Mathematical and Logical Functions.
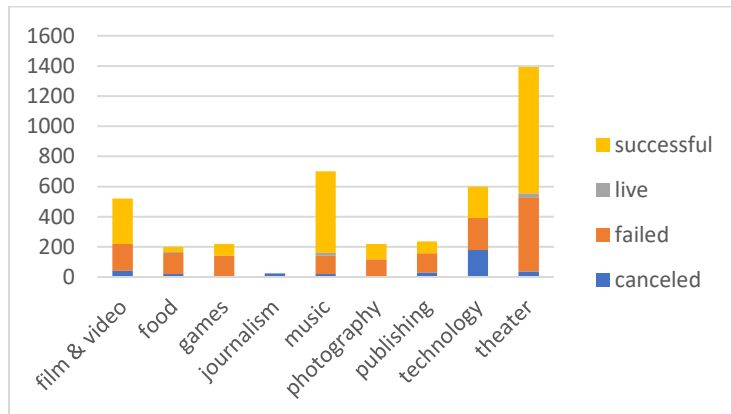
Analysis

The first set of Pivot Table and Chart below, represents the 'Category' and the 'state' and lists the count of the 'successful', 'failed', 'canceled' and 'live' projects, filtered by 'Country'. Provides the 'Grand Total' of all the projects.

Table 1:

| country	(All)				
Count of state	**Column Labels**				
Row Labels	canceled	failed	live	successful	**Grand Total**
film & video	40	180		300	520
food	20	140	6	34	200
games		140		80	220
journalism	24				24
music	20	120	20	540	700
photography		117		103	220
publishing	30	127		80	237
technology	178	213		209	600
theater	37	493	24	839	1393
Grand Total	349	1530	50	2185	4114

Chart 1:

Above chart provides the Stacked Column representing the 'Category' in X-axis and count of 'State' in Y-axis.

The second set of Pivot Table and Chart below, represents the 'Sub-Category' and the 'state' and lists the count of the 'successful', 'failed', 'canceled' and 'live' projects, filtered by 'Country' and 'Category'. Provides the 'Grand Total' of all the projects.

Table 2:

| country | (All) | | | | | |
Category	(All)					
Count of state	Column La					
Row Labels	canceled	faile	liv	success	(blan	Grand Total
animation		100				100
art books	20					20
audio	24					24
children's books		40				40
classical music				40		40
documentary				180		180
drama		80				80
electronic music				40		40
faith		40	20			60
fiction		40				40
food trucks	20	120				140
gadgets		20				20
hardware				140		140
indie rock		20		140		160
jazz		60				60
makerspaces		11		9		20
metal				20		20
mobile games		40				40
musical	20	60		60		140
nature		20				20
nonfiction				60		60
people		20				20
photobooks		57		103		160
places		20				20
plays		353	19	694		1066
pop				40		40
radio & podcasts				20		20
restaurants		20				20
rock				260		260
science fiction	40					40
shorts				60		60
small batch			6	34		40
space exploration	18		2	40		60
spaces	17	80	5	85		187
tabletop games				80		80
television				60		60
translations	10	47				57
video games		100				100
wearables	60	120		20		200
web	100	60				160
world music	20					20
(blank)						
Grand Total	349	###	50	2185		4114

Chart 2:
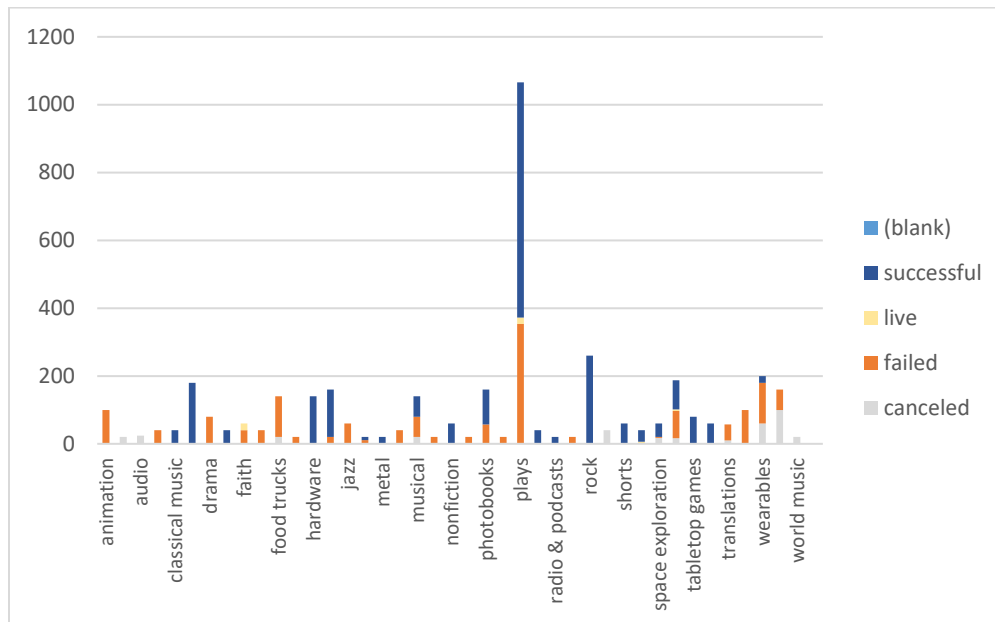
Above chart provides the Stacked Column representing the 'Sub-Category' in X-axis and count of Project 'State' in Y-axis.

The third set of Pivot Table and Chart below, represents the Month of project initiation again the count of column 'State' and determines the 'successful', 'failed', 'live' and 'canceled' projects. It can be filtered with 'Category' and 'Year' of initiation.

Table 3:

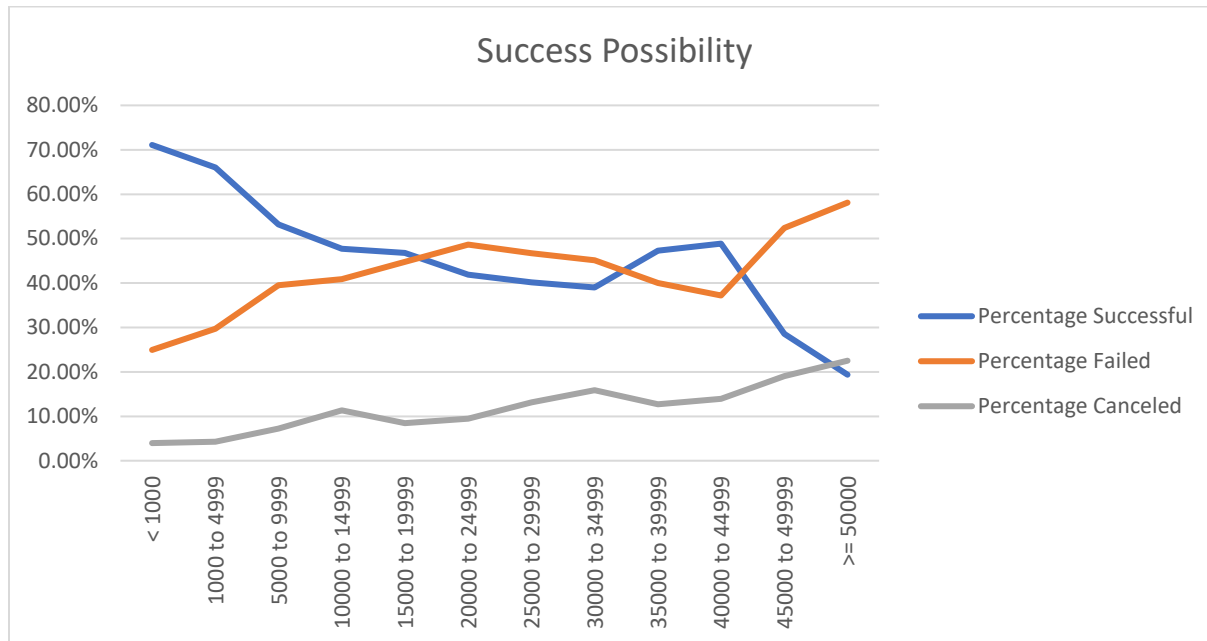| Category	All				
Date Created Conversion (Year)	All				
Count of state	Column Labels				
Row Labels	canceled	failed	live	successful	Grand Total
Jan	34	149	2	183	368
Feb	27	105	18	202	352
Mar	28	108	30	179	345
Apr	27	103		193	323
May	26	126		233	385
Jun	27	148		213	388
Jul	44	148		192	384
Aug	32	134		167	333
Sep	24	127		148	299
Oct	20	150		184	354
Nov	37	113		180	330
Dec	23	119		111	253
Grand Total	349	1530	50	2185	4114

Chart 3:
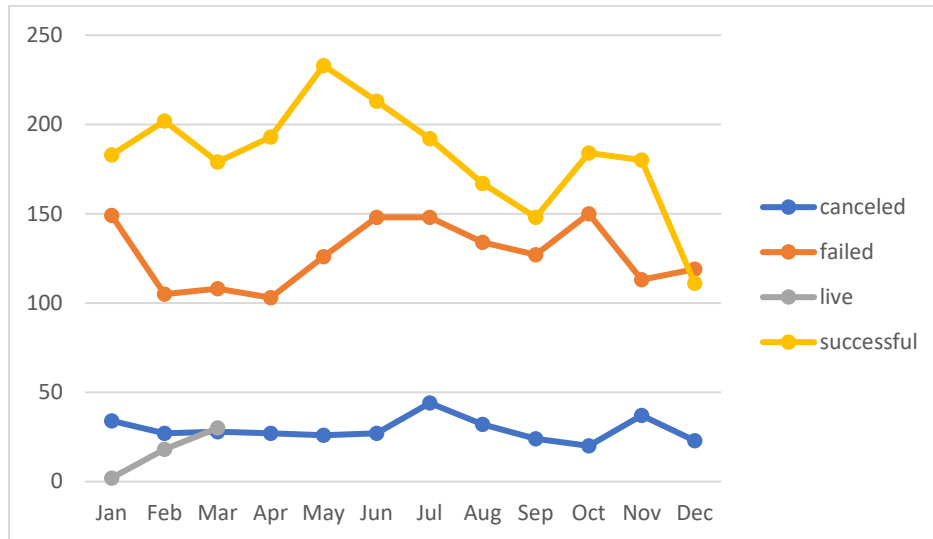
Above chart provides the Line Chart representing the 'Month' in X-axis and count of Project 'State' in Y-axis.

The fourth set of Table and Chart below, represents the count of the 'Successful', 'Failed' and 'Canceled' state of the projects which are listed under various groups based on the goal amount for each. Percentages are calculated for each.

Table 4:

Goal	Successful	Failed	Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
< 1000	322	113	18	453	71.08%	24.94%	3.97%
1000 to 4999	932	420	60	1412	66.01%	29.75%	4.25%
5000 to 9999	381	283	52	716	53.21%	39.53%	7.26%
10000 to 14999	168	144	40	352	47.73%	40.91%	11.36%
15000 to 19999	94	90	17	201	46.77%	44.78%	8.46%
20000 to 24999	62	72	14	148	41.89%	48.65%	9.46%
25000 to 29999	55	64	18	137	40.15%	46.72%	13.14%
30000 to 34999	32	37	13	82	39.02%	45.12%	15.85%
35000 to 39999	26	22	7	55	47.27%	40.00%	12.73%
40000 to 44999	21	16	6	43	48.84%	37.21%	13.95%
45000 to 49999	6	11	4	21	28.57%	52.38%	19.05%
>= 50000	86	258	100	444	19.37%	58.11%	22.52%
Grand Total	2185	1530	349	4064			

Chart 4:

Above graph depicts the percentages of 'Successful', 'Failed' and 'Canceled' projects based on the goal amount decided by the Kickstarters.

Results:

- Most successful projects are for the Category of 'Theater', followed by 'Music' and 'Film&Videos'.

- Most of the canceled projects are in category 'Technology'.

- Most successful projects are for the Sub-Category of 'Play', followed by 'Rock' and 'Documentary'.

- Most of the canceled projects are in Sub-category 'Web' and 'Wearables'.

- A lot of crowdfunding projects are initiated during early Spring to mid-Summer.

- During the month of May, a lot of projects have seen Success.

- In general, the count of successful projects is more than failed ones most time of the year. But, in the month of December, one can see the volume of failed projects are more than the successful projects.

- Year 2009 saw a lot of success. While year 2010 saw dramatic up's and down's for the Kickstarters. 2011 and 2013 were pretty good period for most projects. 2014 was a dramatic shift with lots of failure noticed all across the year. Since then there is no consistency in the success rate of projects. Percentages of successful projects have be moderately better than failed set.

- As the goal amount goes higher, the count of successful projects are reduced.
- Based on each country, the success and failure categories are widely different.

Conclusion(s):

- Data suggests, people are likely to find success in category of 'Theater' and Music. Specifically, sub-category of 'Play' and 'Rock' music.

- Data indicates, the least likely projects to succeed are for category of 'Technology' and sub-Category of 'Web' and 'Wearables'. Most likely Kickstarters cancel these projects before the goal is met.

- Based on the graphs and analysis, the best time to initiate crowdfunding are during Spring and Summer when most people are enthusiastic of investing and venturing into many new projects.

- Line chart indicates that people prefer to invest smaller amounts and look for projects with goal amount within 15000.

- While Theater and Music are primary preference in USA, as it moves to Europe, the preference are changed to Technology and Wearables. Crowdfunding is least popular in the East. China and Australia are less invested in Kickstart projects.

Limitations:

The Data available is limited to year and geography. There is more scope to analyze if we have data of people who pledge money and contribute. Their age details and the occupational background is good indicators of trends.

Cancelation reasons are not given in the datasheet. They add more depth to the analysis.

Suggestion/Improvement possibilities:

Line chart of 'Goal' amount and the 'State' column percentage can be plotted by filtering on each country to better understand the risk appetite of people.

Chandler,AZ
02-28-2019