Kickstarter campaigns Report

Report Date: January 25th 2019

The data contained in the **Base** tab in the file named **Santiago\_StarterBook.xlsx** has been analysed with the use of conditional formatting, pivot tables and charts. The information being analyzed concerns the details of campaigns created using the service provided by the crowdfunding company called Kickstarter. The information covers the usage of the service by country for the years 2009 to 2017 inclusive and the state of the campaigns.

After reviewing and analysing the data three conclusions can be made:

1. The higher the goal set for a project the higher chance it has of failing or being canceled.

It is also worth mentioning that projects in the parent categories of *Theater*, *Music*, and *Film & Video* have the most projects; the data also indicates that overall projects in the Parent category of *Music* are the most successful followed by *Theatre*. There have been no successful projects in the parent category of *Journalism*. The parent categories of *food* and *games* have the least amount of successful campaigns with respect to total campaigns started.

1. Kickstarter’ services have been used for more campaigns in the US with 3038 projects started followed by Great Britain with 604 and Canada with 146 compared to the rest of the world which combines for total of 472 projects started. The three main user countries (US, GB and CA) have the commonality of having English as an official language.
2. The use of the services (measured by the number of campaigns started) increased year over year from 2009 up until 2015. 2015 is the year with more projects starting up. The use of the services has been in decline year over year from 2015 to 2017. Focusing on the last five years covered by the analysis there were 298 campaigns started on average each month.

Here are some of the limitations of this dataset:

* Goal amounts are in different currencies to be more accurate in the analysis of outcomes vs. goals currency conversions would be necessary.
* Although the number of backers for the campaigns is known there is no information about the human resources or man power behind the campaigns to see if there is a correlation to the outcome of campaigns.
* There is no information on the kind of incentives for the backers (if any), which may in turn help identify correlation to the number of backers and rate of success of a given campaign.
* There are no details about the type or amount of publicity each campaign had and what the intended audience of potential backers was.
* The only geographical data is country.
* We have no data for 2018.

Additional insight about the campaigns could be found by analysing the data further with the use of the following:

* Pivot to show count projects started by year and state, with a line or bar graph to accompany it.
* Pivot to show total campaigns started by country and state.
* A table showing campaigns funded up to 100%, their goal, currency and number of backers to show on average how many backers per $1000 you would need and the minimum pledge to reach at least 100% funding based on previous record.