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Kickstarter Campaigns Analysis

# Kickstarter Campaigns Report

## Introduction

Kickstarter is an American public benefit corporation based in Brooklyn, New York, that maintains a global crowdfunding platform focused on creativity. The company's stated mission is to "help bring creative projects to life" (Anonymous, n.d.). The present report analyzes the data of 4114 startups from 2009 to 2017 to identify hidden trends that helps organizations to succeed in their campaigns.

## Data

The data use in this analysis can be retrieved from <https://tec.bootcampcontent.com/Tecnologico-de-Monterrey-Coding-Boot-Camp/tdm-mxc-data-pt-12-2020-u-c/blob/master/Week%201%20-%20Excel/Homework/StarterBook.xlsx>

## Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Theater category has the highest number of projects in kickstarter, it is also the category with the highest rate of success, followed by music and technology, so we can conclude that a theater startup is more likely to have backers supporting the project.

Most of the successful projects have a less than $5000 goals to reach, so it will be easier to get backers that help the project succeed. The higher the goal is, the riskier it is.

Plays and rock are the most successful subcategories in this dataset, but as for percentage of success, rock campaigns are 100% successful.

1. What are some limitations of this dataset?

The main limitation of the dataset is related to the validity of the data as of today, the data set only gets information up to 2017 and the 2020 covid pandemic completely change all aspects and ways of interactions that people used in the past. As Kickstarter website has many projects in the theater going on, it is likely that those trends could change as the new normal stablish in pretty much all the world. The uncertainty of how the new norm is going to stablish it’s going to change the trends identify in this analysis. Probably we will see a much higher number of projects related to technology in the future as 2020 pandemic pushes most of the technological transformation in the companies.

1. What are some other possible tables and/or graphs that we could create?

The plays successful projects can show interesting trends that could be used by other entrepreneurs looking to create a successful campaign to fund their projects. Having the following data:

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | BACKERS | |
| **Goal** | **#Startups** | **MEDIAN** | **AVERAGE** |
| Less than 1000 | 141 | 17.00 | 18.60 |
| 1000 to 4999 | 388 | 38.00 | 43.69 |
| 5000 to 9999 | 93 | 73.00 | 82.68 |
| 10000 to 14999 | 39 | 114.00 | 122.08 |
| 15000 to 19999 | 12 | 143.50 | 156.50 |
| 20000 to 24999 | 9 | 202.00 | 187.33 |
| 25000 to 29999 | 1 | 213.00 | 213.00 |
| 30000 to 34999 | 3 | 216.00 | 185.67 |
| 35000 to 39999 | 4 | 302.50 | 417.25 |
| 40000 to 44999 | 2 | 173.50 | 173.50 |
| 45000 to 49999 | 0 | - | - |
| Greater than or equal to 50000 | 2 | 329.00 | 329.00 |

We can see that most of the successful startups aim to reach a top of 5000 and if they get 38 backers, it is more likely that the campaign will be successful. In this case, as we filtered the data, we are seen that the mean and the median are closer to each other.

# References

* Anonymous, (n.d.) *Kickstarter*. Wikipedia. Retrieved on December 26th, 2020 from: https://en.wikipedia.org/wiki/Kickstarter