

KICKSTARTER

By Tanushree Shetty

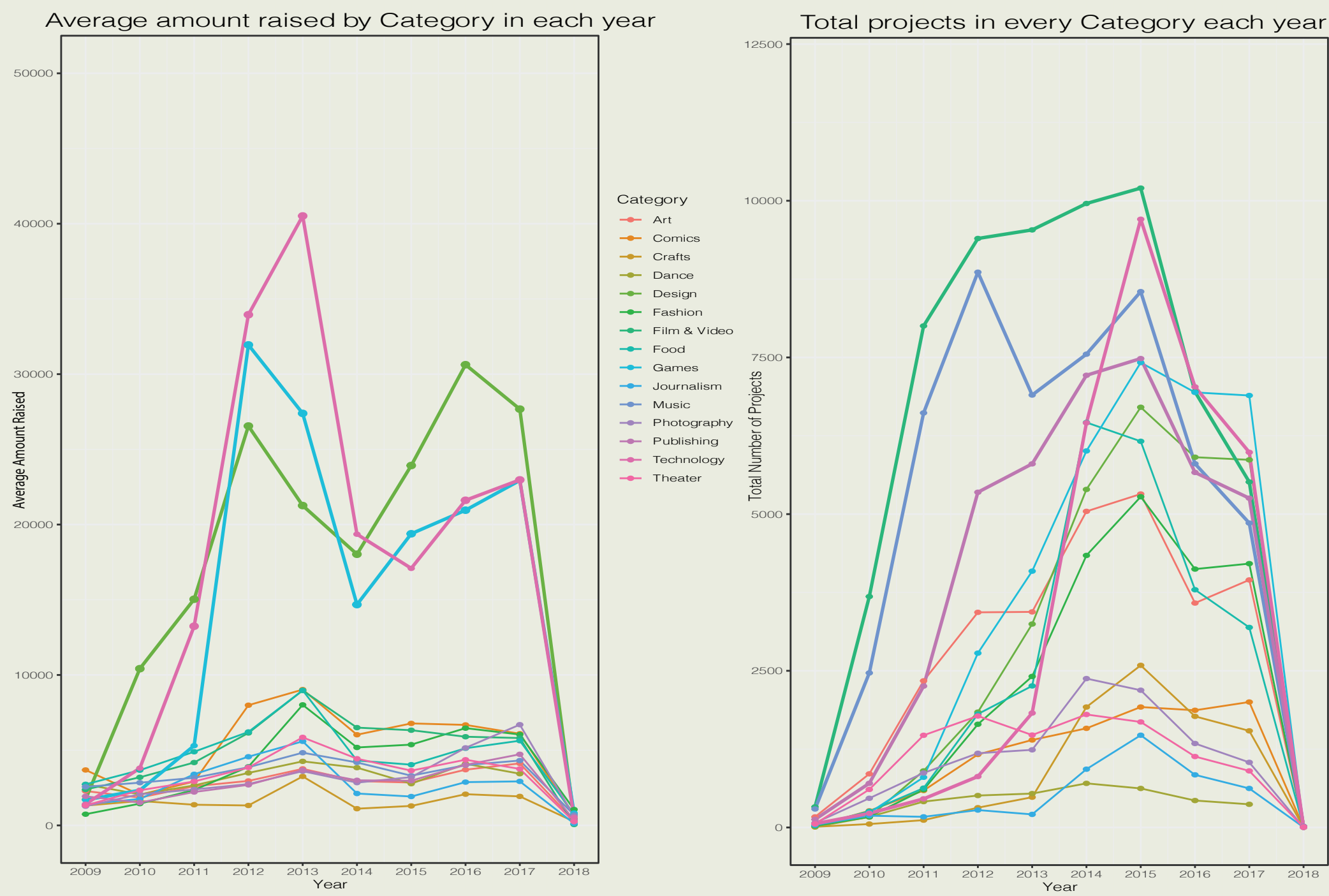
IST 719 - Information Visualization

378K Projects 4B USD Raised in 10yrs 16.5M Backers

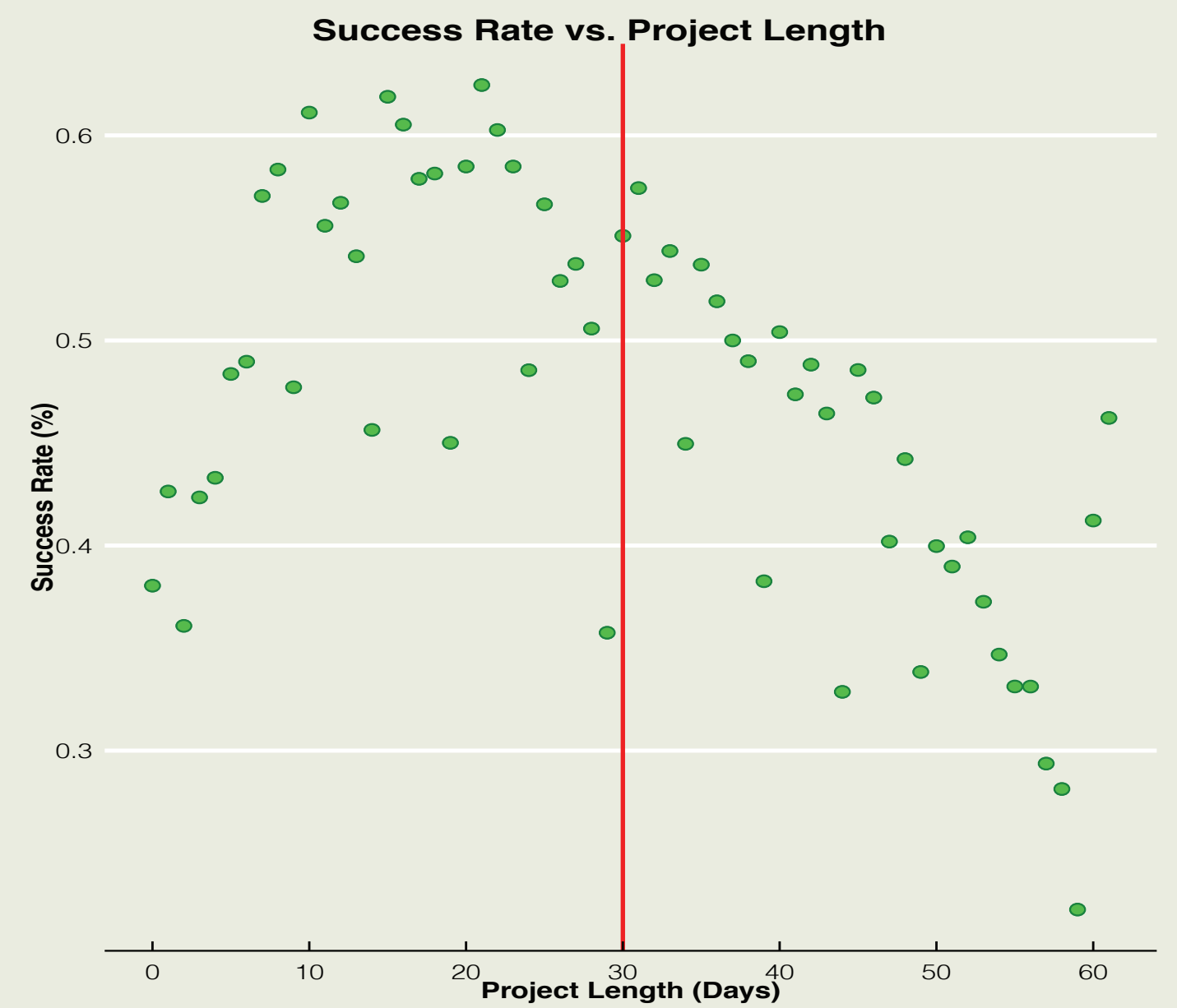
Data: Kickstarter is a crowd-funding platform for creative projects, everything from films, games, and music to art, design, and technology. Everything on Kickstarter must be a project with a clear goal, like making an album, a book, or a work of art. Backers at Kickstarter pledge to fund projects to help them come to life and support a creative process. The Kickstarter Projects dataset consists of 378,661 entries of projects from 2009-2018. The data has information on each project, the goal amount and the pledged amount, launch data and categories.

Questions:

1. What is the average amount raised by each state(status of the project)/category every year?
2. What is the total number of projects in each state(status of the project)/category every year?
3. What is the success rate of a project based on the total duration between launch and deadline?
4. What is the Success vs Failure rate for each category of projects?
5. Column Statistics

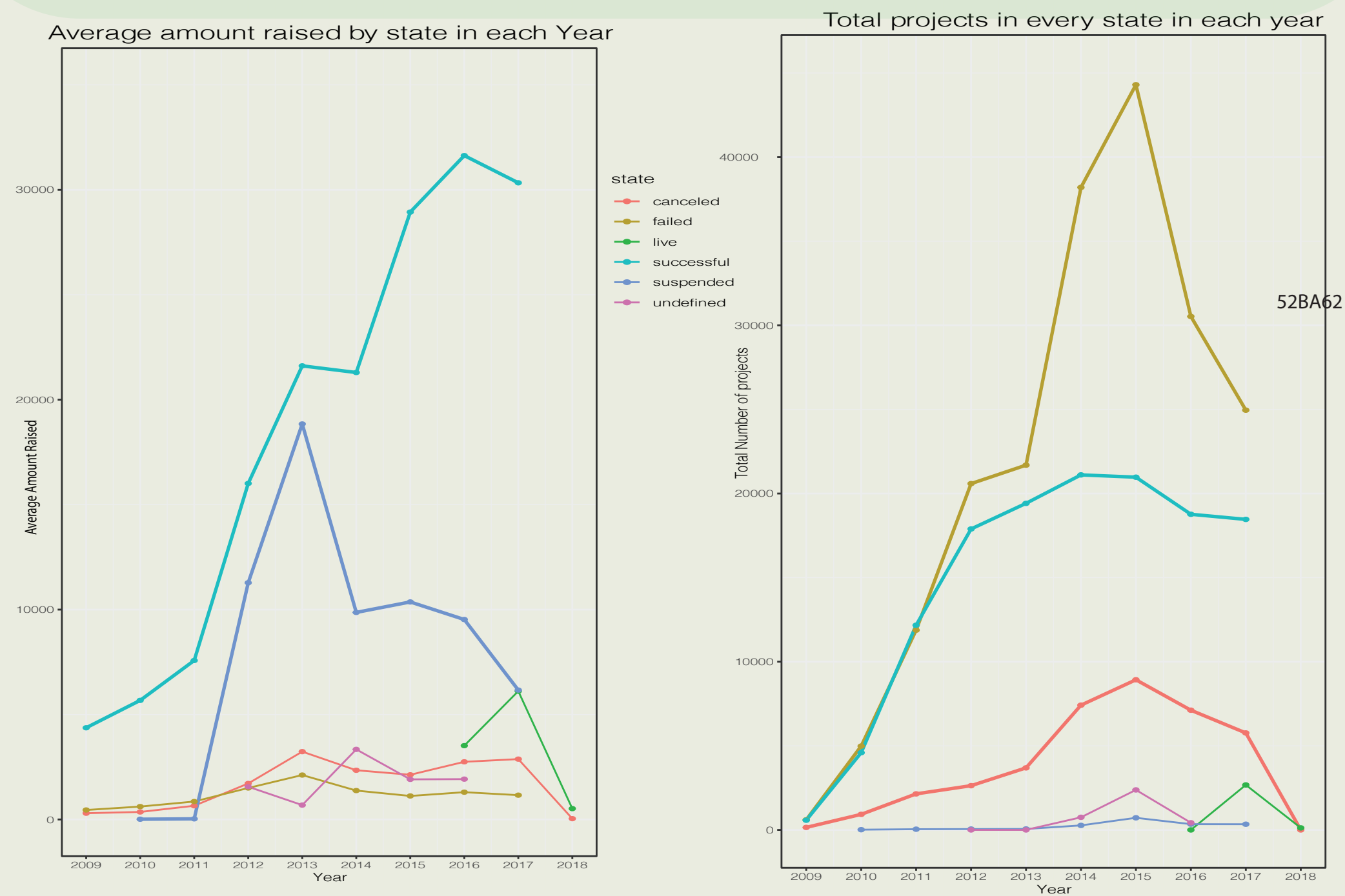


The time series plots show the average amount raised and the total projects launched between 2009 and 2018 for each category or projects and the state in which they are. Backers tend to invest a lot of money in technology projects and they also have a good understanding of projects as most of them are successful. 2015 saw a sudden boom in the number of technology projects, also most projects are either Fashion or Technology projects.



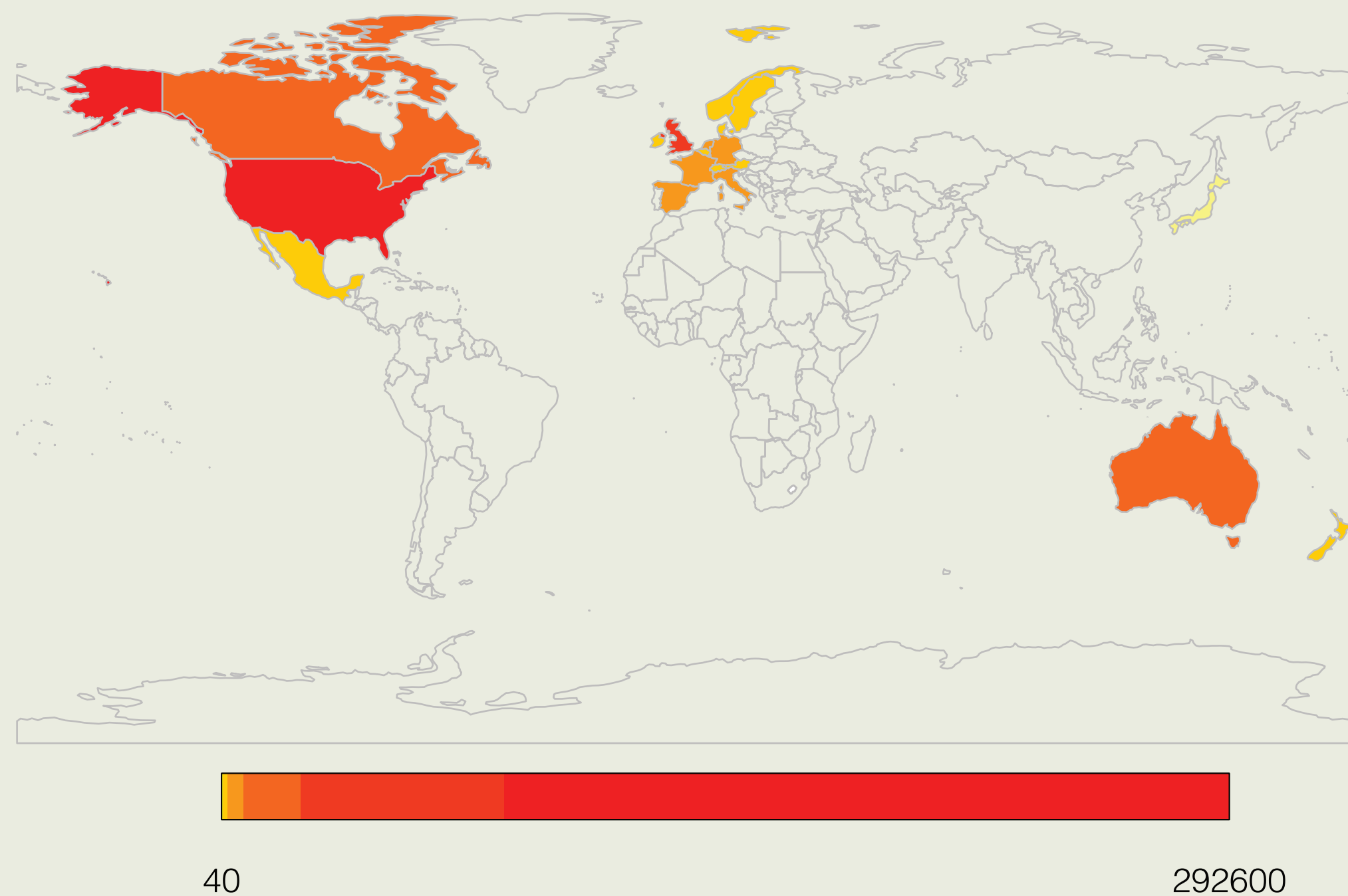
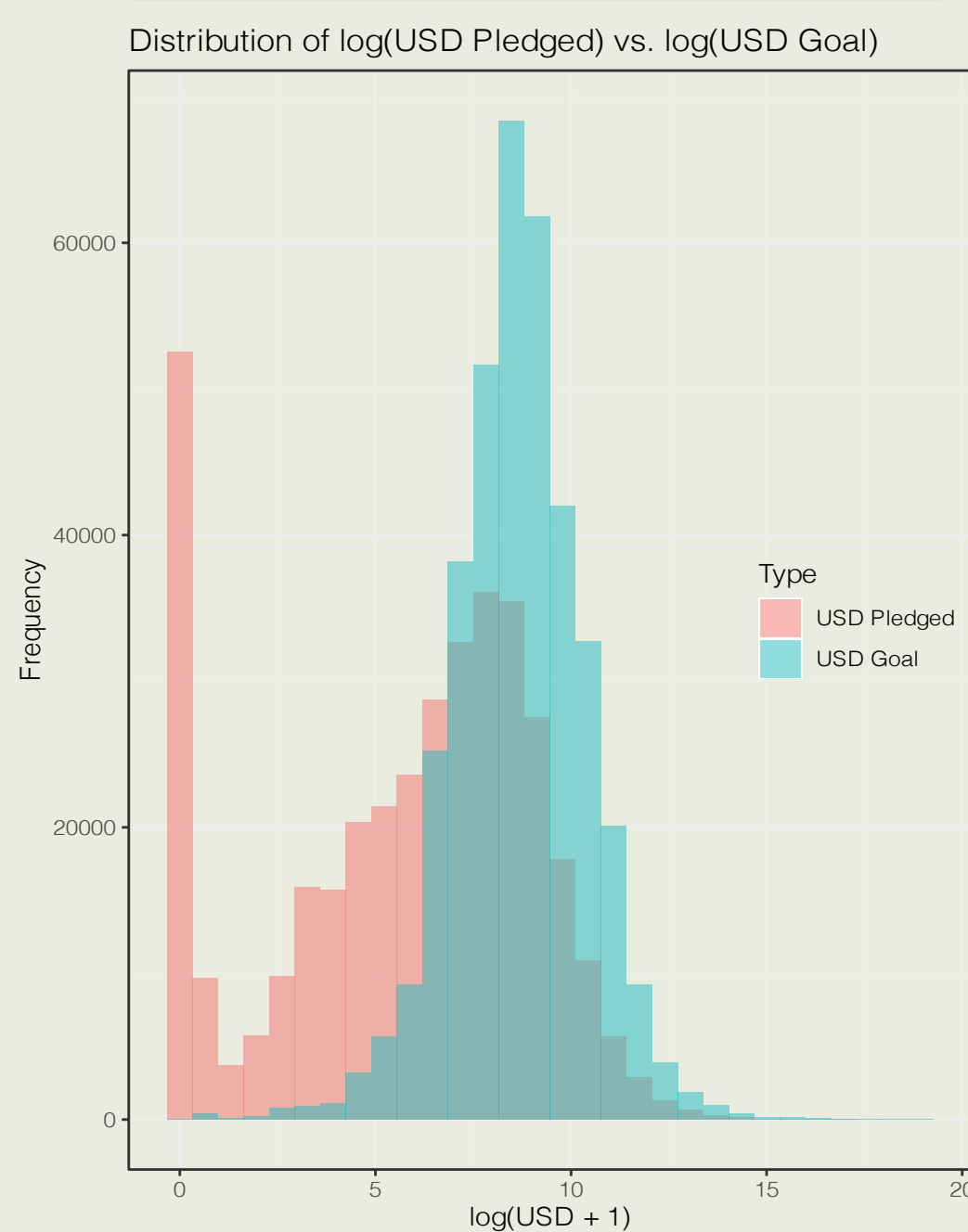
The plot above shows the success rate as compared to the total duration between the project launch date and the deadline. Most projects which have a deadline of about 20 days to raise money, have the highest success rate.

The plot below shows the success and failure rate of projects in each category. Projects in the dance and theatre category have the highest success rate. Whereas, most technology projects may fail even though they raise the most money.



The plot below shows the frequency range of amount pledged and goal amount

Number of Projects by Country



Motivation and Audience:

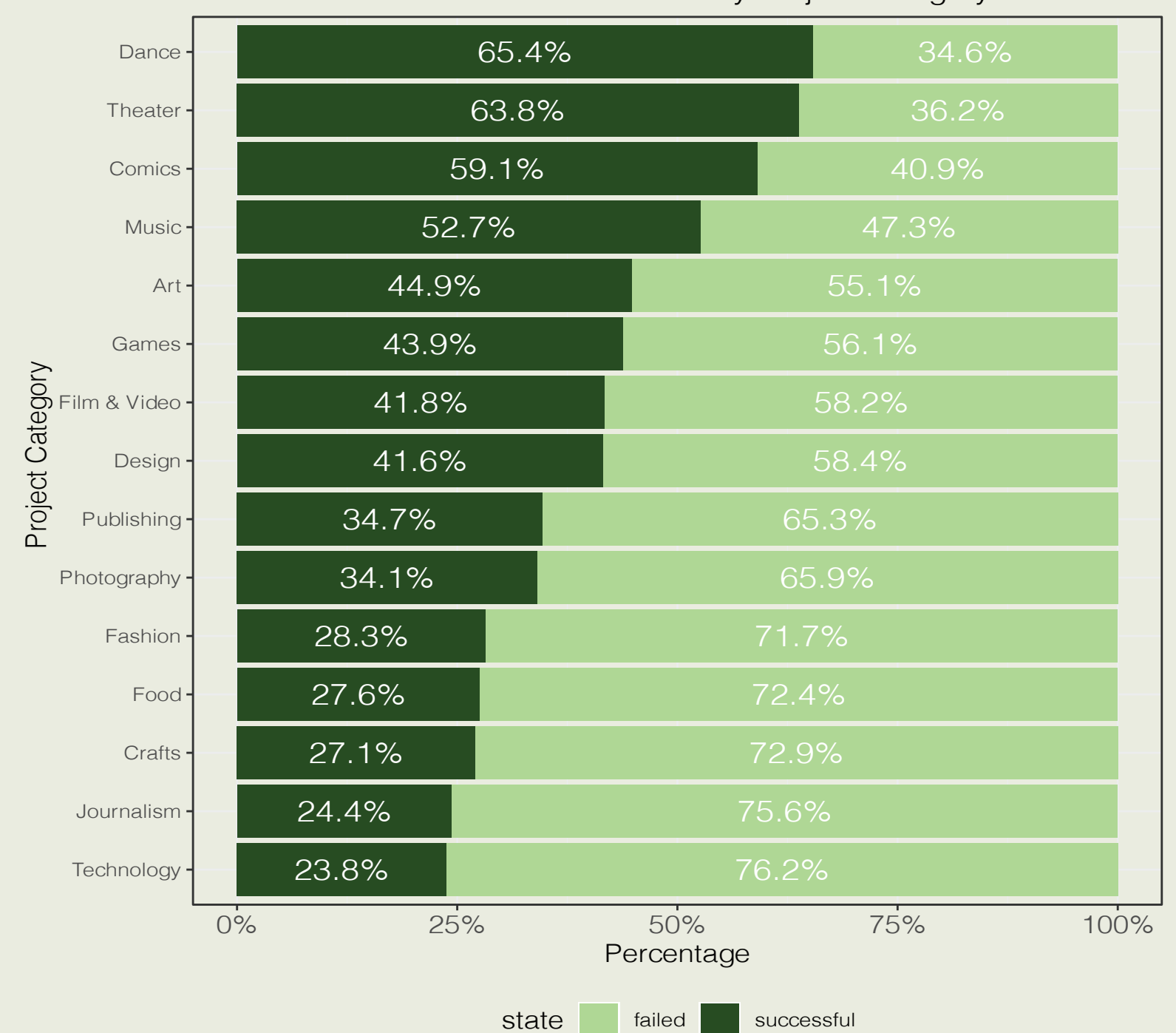
Kickstarter projects is a cool initiative to promote and encourage art, entrepreneurship and creativity. This poster will help backer(people funding the projects) to have a great idea about the stats behind the success of kickstarter. They will be able to judge the kind of projects that will make profit and be a success and those that will fail. This poster will also help kickstarter in knowing which category of projects need an extra push for advertising and backing. Entrepreneurs will benefit from this analysis too, as they will know how much funding to expect, what amount goals and duration to set.

Source: <https://www.kaggle.com/kemical/kickstarter-projects>

References: <https://www.kaggle.com/andrewjmah/kickstarter-exploratory-data-analysis-with-r>

R Packages: tidyverse, ggthemes, lubridate, rworldmap, ggplot2

Success vs. Failure Rate by Project Category



Boxplot comparison of Amount Pledged and Goal Amount across all project categories

