**Excel Homework-Kickstart My Chart Student: Vijay Kumar Rajpurohit**

Overview of the problem:

Even though Kickstarter has been a very popular crowdfunding service for several years., only a third of the fundraising organizations on Kickstarter have found success in their fundraising goals. This report seeks to analyze the data of past 4000 projects on Kickstarter to discover if there is any hidden clue the prospective fundraising organization can make use of to improve their fundraising outcomes

Conclusions:

We can draw the following conclusions from the available data:

1. How many campaigns were successful, failed, canceled or currently live per category or sub-category
2. How many campaigns were successful or failed per goal amount
3. Number of successful or failed campaigns per the duration of the campaign
4. Average donation of the backers

Limitations of the data set:

1. The data does not capture the soft side of the project creator, which can be a strong indicator of project success. For instance, the project creator who has a wide network of friends, family, fans, and the social following has a higher chance that his project will have many backers
2. We cannot get an idea about the quality of the project and the quality of the rewards offered to the backers from the data, both of which are an important factor for funding a project
3. Third-party endorsement of the project also plays a positive role in achieving the funding goals. This is not evident from the data
4. Success depends on how well the Project Creator has conveyed his story to the backers on the crowdfunding site. Good videos, images, and catchy spotlight page on the creative project along with regular project updates, clear timelines, cash flow statements, risk factors of the project, and other relevant project information are key to project success. This information is lacking or cannot be quantified in the data
5. Does not provide information about the demographics of the backers like male-female, adult-adolescent. Male adolescents are more likely to back the projects more than female adults

More tables/graphs:

1. The duration of the campaign and publicity of the project are important factors for funding success. A pivot table and pivot chart showing outcome vs duration of the project information on Kickstarter site may give us additional clues
2. We can add a pivot table and pivot chart for the following criteria: (1) Days vs the number of backers and (2) Days vs funds raised
3. We could create a pivot table showing outcomes (successful, failed, canceled) vs the corresponding number of backers. And then create a pivot chart to see how it behaves. We can add a summary statistics table to this information to evaluate further

References: 1) jgscott.github.io

2) academia.edu

3) An Analysis of Crowdfunding Data by Ian McDougall

4) Kickstarter.com, Creator Handbook

5) Key determinants of a successful crowdfunding campaign in the gaming industry by

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