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Due August 18, 2018

UC Berkeley Data Analytics Bootcamp

Assignment 1: Excel Homework

Kickstarter Campaigns:

Assessing Outcomes by Launch Date

## What are three conclusions we can make about Kickstarter campaigns given the provided data?

**Conclusion 1: There is a less likelihood of a campaign being successful as more campaigns are launched.** Looking at 2014-2016 (Kickstarter’s most popular years), only 48% of 3,151 campaigns launched during those years were successful, whereas 76% of 727 campaigns were successful between 2011-2013. This may also speak to a period where the concept of crowdfunding was great when it was new but became oversaturated with similar, irrelevant, or unpopular innovations during recent years. Also, people backing campaigns may have built certain expectations or standards as they familiarized themselves with the Kickstarter platform in terms of how it works and what they can get out of it. A notable observation that led to my initial conclusion was focusing on plays as a category. There are more campaigns launched in this field than any other, but there are also more failed campaigns in this field than any other as well.

**Conclusion 2: Kickstarter is primarily used as a crowdfunding platform in the United States, where the art industry is the most popular type of campaign but tech is the most backed campaign.** Comprising nearly 75% of total launched Kickstarter campaigns across the world, 70% of them fall into the art categories of film & video, photography, music, and theater (with rock music and plays in particular being the most popular). Also, the majority of live campaigns in first few months of 2017 pertain to these categories. Contrary to what I assumed at least (with Kickstarter being an innovative tech platform), I imagined more innovation projects pertaining to the tech industry which was quite revealing. One thing that satisfied my expectations was the # of backers per project were highly concentrated in tech campaigns. Meaning the few tech campaigns that were launched and successful were highly successful. The campaign, ‘The world’s first 3D printing pen’ demanded a backing of $30,000 and was funded $2.34 million from 26,457 backers. The most backed campaign in the art industry was ‘DisHonesty – A Documentary’, demanding a backing of $126,000 and received $137,254 from 2,436 backers.

**Conclusion 3: Certain campaigns shouldn’t be started.** Though not as interesting as the above conclusions, I couldn’t dismiss the fact that there are several categories having 100% rate of failure or cancelation. As one looking to start a campaign, one should especially avoid the fields of animation, video games, web design, and food trucks due to such a low probability of success. There aren’t enough data points but certainly enough reason to avoid others.

## What are some of the limitations of this dataset?

The most recent data we have obtained is as of March 2017, which would be considered outdated if we are to look at current trends. From the data, the popularity of Kickstarter became noticeable in 2014, where there was a spike in launched campaigns since 2013. Since we are now halfway through August 2018, that’s almost a year and a half of missing current data we could use to qualify our findings.

## What are some other possible tables/graphs that we could create?

I appreciated using the stacked bar charts correlating the status of campaigns by category, subcategory, and over time that the assignment required me to create for use in my analysis. Though, I would overlay % funded to that pivot table as well. This is important because it signifies which type of campaign is more backed than others.

A different chart would be correlating the average donation of each backer to the total demand of the campaign. This would represent niche markets because not everyone would sacrifice an amount greater than $X unless it was an innovation of high value to the backer.

It might be interesting to correlate the monetary demand to the duration (days) of the campaign. This would signify expectation and intent of the one launching the campaign. A conservative approach would be having a minimal demand that would meet your goal to break even as opposed to a high demand based on an aggressive (short) campaign period than a conservative (>30 days) one. Having this analysis may represent success and failure as well, because it could signify that the longer the campaign lasts the more likelihood of a campaign becoming successful than those with a shorter duration. As one looking to launch a campaign, I would want to know the highest probability of success to set my expectations.

I would like to see a pie chart representation as a more familiar visual of campaigns launched per category. This is already illustrated in the bar charts, but one of the benefits of a pie chart is that it best illustrates the concentration of a category of launched campaigns compared to overall campaigns.

It would be nice to illustrate in a sensitivity chart or heatmap measuring the success factors of launching a campaign within a category or subcategory - representing the likelihood of success based on the # campaigns launched per category against the # successful campaigns. This would offer useful feedback to those looking to launch campaigns. The more successful campaigns per category would have a more concentrated heatmap than others.