

## Analysis of Excel data from Kickstarter

The provided data provides details regarding created Kickstarter projects, their success, lack of success, number of backers, and dates of creation. An important limit to this data is the timeframe. The most recent date within the data is 2017; therefore, this data does not properly represent current trends within Kickstarter projects. While converting dates from Unix timestamps, a conversion formula from ExtendOffice.com was used.<sup>1</sup>

The data does show an increased likelihood for project success if a project is started during middle of the year, such as May or June. Projects from most countries were least successful during at the end and very beginning of the calendar year.

Projects in the arts, specifically documentaries and plays showed higher levels of success compared to other project categories in all locations. Project success varied upon category and subcategory dependent upon the country of project proposal. For example, projects related to the theater, specifically plays, and other aspects of the arts showed success within Great Britain. Technology projects in other locations, such as Hong Kong, showed more success than projects in the arts.

Across all locations, projects with a goal between \$1,000.00 to \$4,9999 were more likely to succeed. However, the majority of projects on Kickstarter during this time range were for this goal amount.

The data provided did not share information regarding the location of the backers. While location of the project's start is provided, donations could be sent from another country. Therefore, while starting a project in Great Britain for a play shows a statistical probability of success, the backers might not be from Great Britain itself. Also, the data does not provide information on the timing of donations. Information regarding how frequent donations occur for a project, if donations build over time, or if they are mostly provided within the first few days of a project's launch date would provide another level of success predictability.

Further analysis of this data would benefit from determining likelihood of project success if the project is a staff pick. Analysis of the relationship between staff picks, and the category/subcategory of the project might also provide enlightening data for future projects.

Data regarding the number of backers compared to the success of the project shows projects with approximately sixty or more backers are more likely to succeed. This is the median of the data. The average does not align with this number due to significant outliers in the data of projects with very high numbers of backers. This can also be seen in the large standard deviation from the mean of the data. Projects with low numbers of backers, such as less than fifteen, were more likely to fail or be canceled. There is strong variability in successful campaigns. Looking at only the number of backers does not provide a complete understanding

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<sup>1</sup> <https://www.extendoffice.com/documents/excel/2473-excel-timestamp-to-date.html>

behind a project's potential success. Information regarding the requested donation, the category, sub category, the location of the project, and the launch date are also important factors in determining a project's potential success.