

Kickstarts Report

Report Kickstart My Chart

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Course:

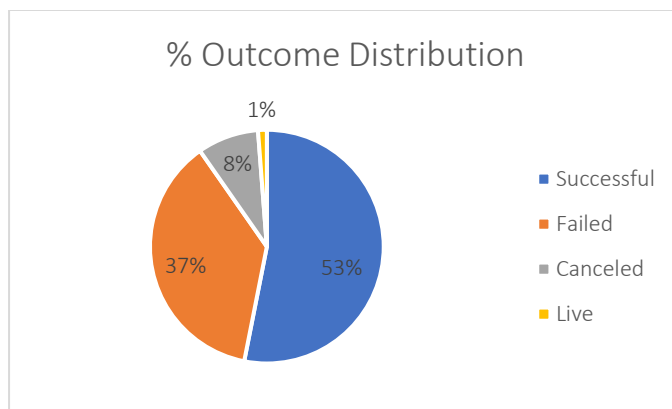
Data Analytics Boot Camp / ITESM

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

Based on data provided and different analysis run, I can arrive to the following conclusions:

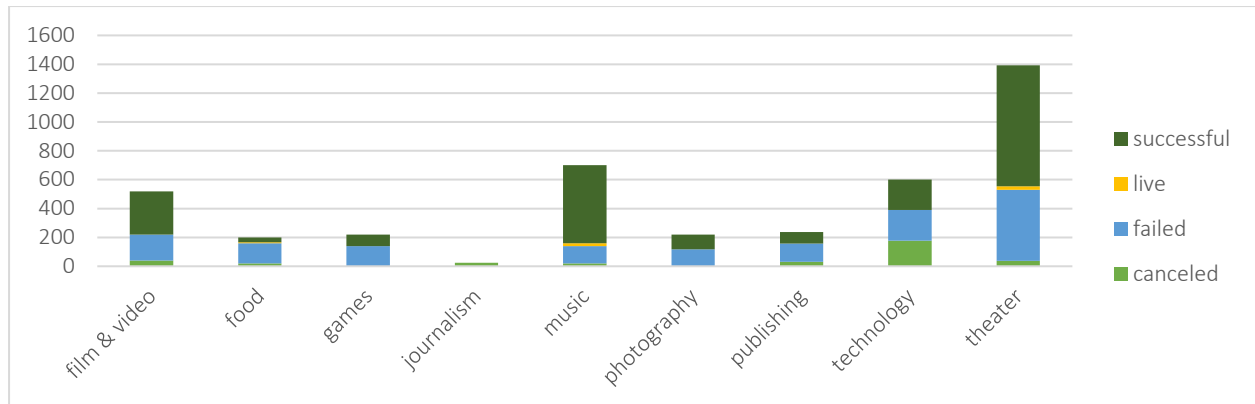
Conclusion 1:

The overall results on terms of performance is positive, the 53% of projects were successful campaigns, and 37% failed. If we add the Canceled projects, the ration becomes 53% of success criteria and 45% of not-success criteria. We still have a positive rate of successful projects.

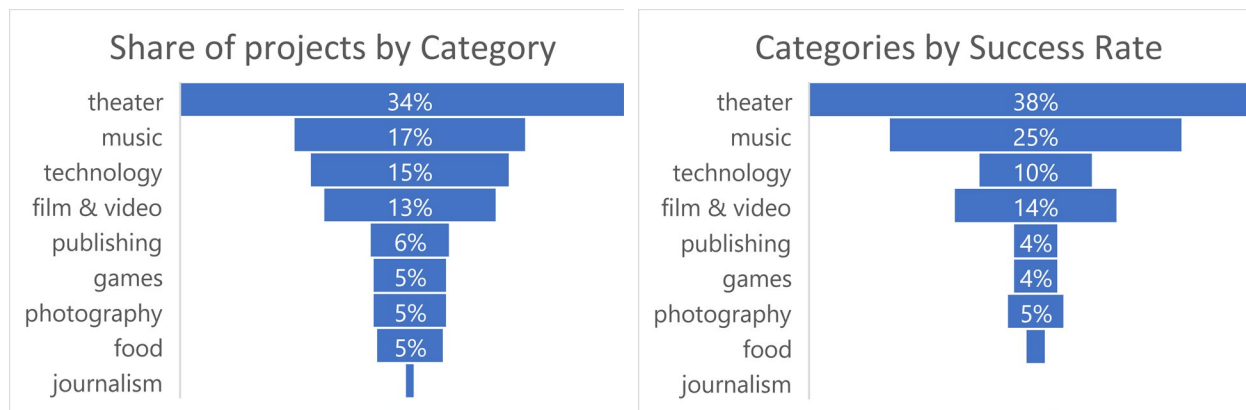


Conclusion 2:

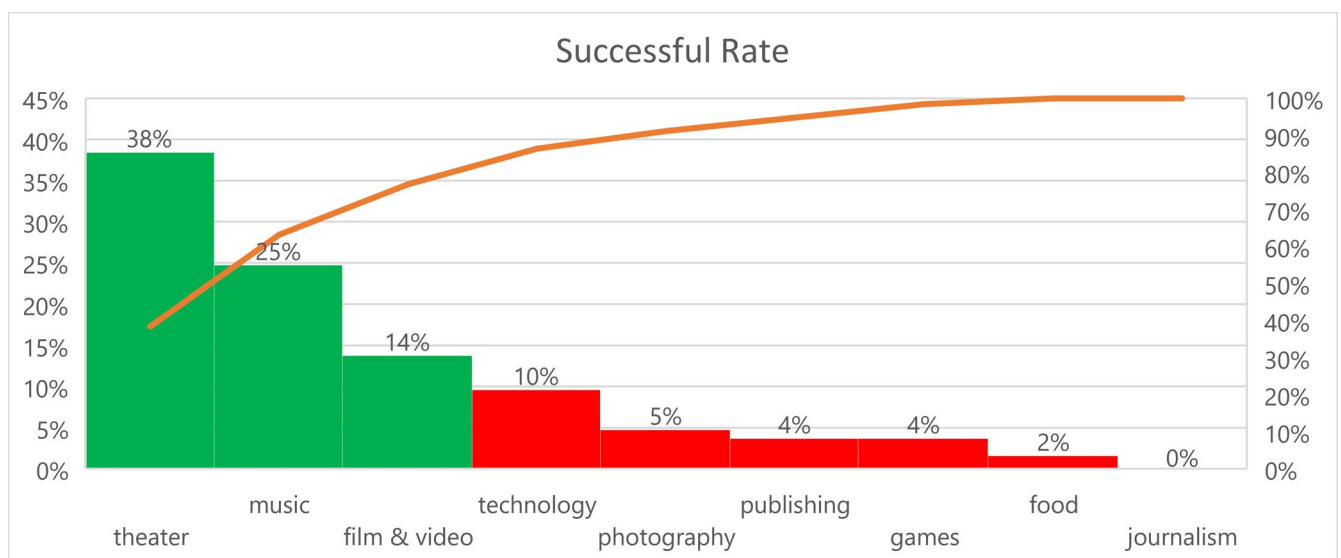
Theater and Music projects represent more than the 50% of the different project categories.



When we enter the details to analyze different categories, we identified that Theater, Music, Technology and Film projects count for almost the 80% of total projects, but they have different success rates as we can see on the two graphs below:



Zooming in the details, we notice that Technology has a negative rate compared with its share on total projects, making just three categories with a positive performance: Theater, Music and Film and Video. All other categories have a negative performance. We can confirm this conclusion on the graph below:



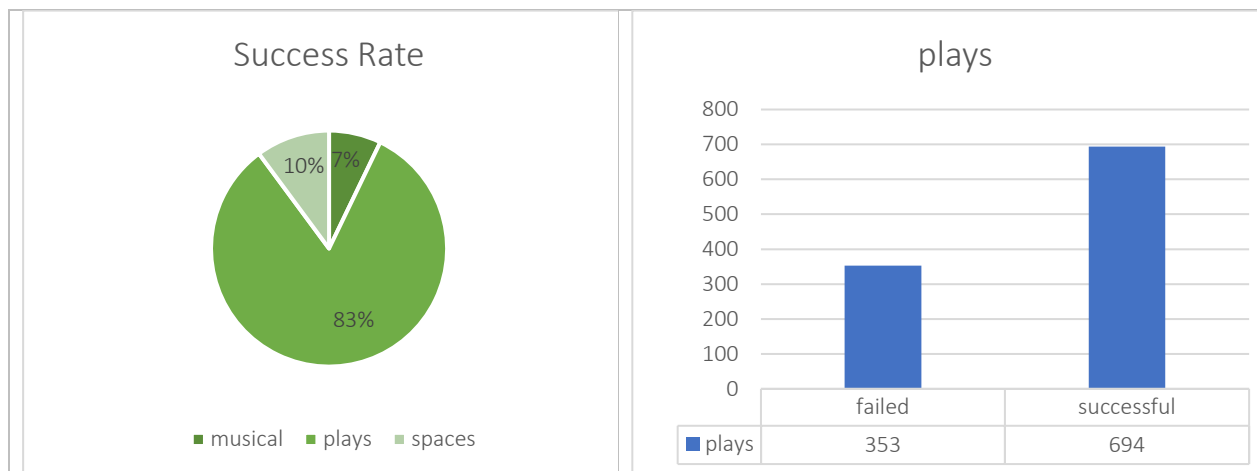
Conclusion 3

After we continue to the details, and we open the top three categories to analyze subcategories, we found that “Plays” on the Theater category has a positive success rate. Plays total for the 83% of this category and found that 2 of 3 projects succeed here, of 1066 projects, 694 succeed and 353 fails. Considering it is an investment discussion for startups, the risk is acceptable.

I would like to have more financial data to probe the ROI and other business metrics to probe the arguments of what projects are more successful from a financial perspective. I recommend reading the following article about cash flow for further discussion:

https://www.ey.com/en_nl/finance-navigator/startup-valuation-applying-the-discounted-cash-flow-method-in-six-easy-steps

country	(All)				
Category	theater				
Count of state	Column Labels				
Row Labels	canceled	failed	live	successful	Grand Total
musical	20	60		60	140
plays		353	19	694	1066
spaces	17	80	5	85	187
Grand Total	37	493	24	839	1393



What are some limitations of this dataset?

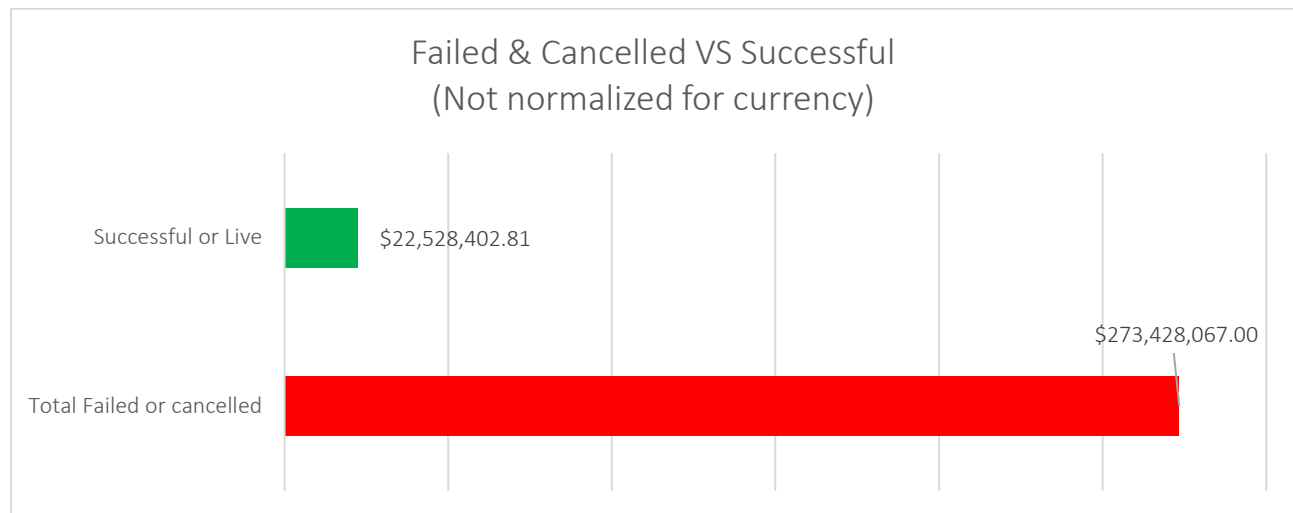
From a financial perspective, the dataset has the limitation of introducing financial data relevant for the analysis of outcome.

From a data perspective, multiple currencies on the dataset represent a big challenge to introduce an effective financial analysis, because in order to compare effectively categories and subcategories, it is needed to normalize the currency data to a single comparable currency, for sure USD.

With the existent data seems to be a total disaster for a financial perspective, just as we can see on the graph bellow where the Failed and Cancelled projects represent more that the 90% of the goal, so successful projects are not relevant from a financial results since they are not relevant.

Total Investment	\$ 295,956,469.81	100%
Total Failed or cancelled	\$ 273,428,067.00	92%
	\$	
Successful or Live	22,528,402.81	8%

But is for me a limitation of the dataset since it is lacking a lot of data cleansing to conduct and effective analysis.

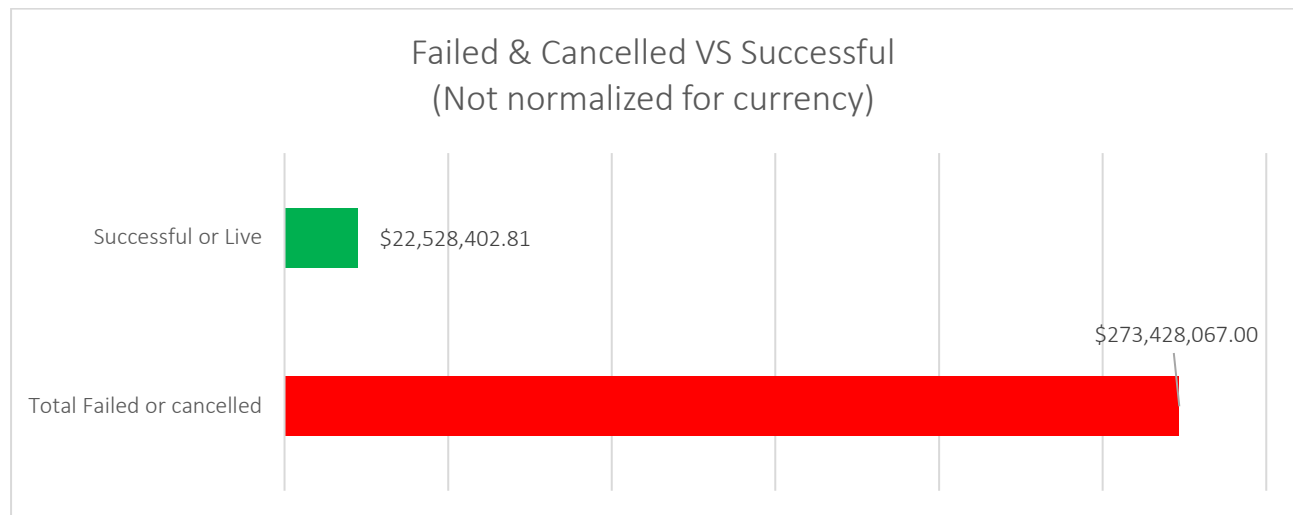


Deadline and Launching dates are also not a good reference for a more deep analysis since we are lacking some criteria for timelines for investments, so we are comparing a huge campaign that demands for months to some very short campaigns that are suitable for a short period of time.

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

There are multiple tables we can create for more relevant data related to a financial analysis, comparing goals results, from a financial perspective, comparing relevant data to measure real performance of a successful project or campaign.

I am adding an example of the analysis I made for identifying the limitations of the dataset. Here I am comparing financial results, (limitation is on the currency normalization).



We can also create tables and graphs for timelines related how long a successful project takes or to measure if we follow the principle of “Fail fast” that is relevant for Startup analysis.

End of Report