Bianca A. Hernandez Excel HW1

**Introduction**

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success.

**Objectives**

1. Analyze relationship between categories and subcategories to campaign status (“live”, “canceled”, “failed” and “successful” (Fig. 1&2).
2. Analyze the relationship between time of year and campaign status (Fig.3).
3. Analyze the relationship between the number of outcomes and the percentage of campaign status (Fig. 4).

**Methods**

The dataset consisted of approximately 4,000 projects. It was cleaned by separating “Category” and “Sub-category”, added the following columns: “Percent Funded” and “Average Donation” and converted Unix timestamps to normal dates.

All analyses were conducted in Microsoft Excel.

**Conclusions**

* There were generally more Kickstarter campaigns that were successful than campaigns that failed (Fig. 1). When examining categories and campaign status, there were more “successful” campaigns (1.4 times) when compared to “failed” campaigns; and, even more successful campaigns (6 times and 44 times) when compared to “canceled” and “live” campaigns, respectively.
* The categories with the highest success percentages were “music” (77%), “theater” (60%) and “film and video” (58%). The lowest success percentages were “food” (17%), “publishing” (34%) and “technology” (35%). It’s also important to note that although the category “theater” was placed in the top three success percentages, it also experienced the most failed campaigns (~60% of campaigns were categorized as “fail,” ouch!).
* The subcategories with the highest success rates (100%) include: Rock (Music), Documentaries (Film & Video) and Hardware (Technology).
* The most successful campaigns were initiated in May (Fig. 3).
* There was a decline in successful campaigns as project goals increased in range (Fig. 4).

**Limitations**

* The dataset only represented approximately 1% of the total conducted number of Kickstarter campaigns which may not be representative of all the campaigns in Kickstarter.
* The only geographic data that was provided was of countries; although most campaigns originated from the U.S.
* Backer information is limited to only the # of backers and does not include factors such as age, sex, etc.

**Future Work**

A more thorough report on conducting successful Kickstarter campaigns would include:

* A more robust version of the Kickstarter campaign data to ensure that analyses are relevant;
* More geographic data (specifically states within the U.S. where most Kickstarter campaigns occur) in order to create map charts and hot spot maps; and
* More backer information to answer questions like “who is backing Kickstarter campaigns?”

**Figures**

Figure 1. Stacked column chart comparing campaign categories to the number of campaigns.

Figure 2. Stacked column chard comparing campaign sub categories to the number of campaigns.

Figure 3. Line graph comparing date of campaign creation to number of campaigns and associated states (“successful”, “failed” or “canceled”)

Figure 4. Line graph comparing goal outcome ranges to the percent of campaign status.