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| EXCEL Homework:Kickstarter Campaigns Analysis Report |
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# EXCEL Homework:

# Kickstarter Campaigns Analysis Report

Kickstarter is a go to means for using crowdfunding to finically back a project. Its mission is to “help bring creative projects to life.” The company measures its success by “how well it achieves this mission.” Creators of a project must establish a minimum funding goal and deadline (maximum 60 days) to meet the funding goal. Kickstarter has a strict requirements and process for selection and an “All or Nothing” funding model. If the goal is not met by the deadline, no funds are collected. This clearly defines the success of a project campaign after selection. So, what determines the likelihood of a successful campaign? Looking at data collected from the start of the company (2009) through March 15, 2017 as a whole, we can draw main three factors that determine the likelihood of a successful campaign:

1. Theater projects, especially plays have the highest number of approved selections and successful campaigns.
2. Rock Music, Documentaries, and Hardware are successful sub-categories that have no failed campaigns on record.
3. Timing can have an affect on the success of the campaign with May as the best month to start and December being the worst.

Given Data

Table, Excel

Description automatically generated



\*Image from Parent-Category Outcome Sheet on Excel HW doc

Chart, waterfall chart

Description automatically generated

\*Image from Parent-Category Outcome Sheet on Excel HW doc

Of parent-categories, “theater” has the greatest number of successful campaigns followed by “music” and “film & video.”



Chart

Description automatically generated

\*\*Image from Sub-Category Outcomes sheet on Excel HW doc

Plays vastly outnumber the other sub-categories in both total and successful campaign which shows interest as a factor for success. However, other sub-categories such as “rock” music, “documentaries,” “hardware,” “classical music,” “metal,” “tabletop games”, “nonfiction,” “television”, and pop music, have no failed or canceled campaigns.

Graphical user interface, table, Excel

Description automatically generated Chart, line chart

Description automatically generated

\*\*\*Image from Launch-Date Outcomes sheet on Excel HW doc

May has the greatest number of successful campaigns. It also has the greatest separation from failed campaigns. December appears to be the worst time to start a campaign. It not only has the least number of successful campaigns but also dips below the number of failed campaigns.

There are several limitations to this dataset. Having the number of successful outcomes indicates interest which is an important factor to a successful campaign; however, calculating the percent of successful outcomes would be a better way to rate the likelihood of success. Also, the observed data shows the number of outcomes starting from the beginning of the company. Since public interest is a strong factor for success, it would be beneficial to observe which sub-categories are increasing in the most recent 2-3 years. Another limitation this dataset has is that it does not reflect whether the goal amount has an impact on the success of the campaign.