Background

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

Objective

Make a excel analysis of four thousand past projects in order to uncover any hidden trends.

Conclusion

When looking at our first pivot table, we come to a visualization of success rate based on categories. Kickstarter in Music (77%), Theater (60.23%), Films & videos (58%), and photography (47%) have the highest successful rate than Kickstarter in gaming (36.4%) technology (35%), publishing (34%) and food (17%). The bigger picture of our table gives us a rate of success of KickStarter projects of 53%, a rate of failure of 37.2%, and an 8.5% rate for Kickstarted canceled. In this regard we can affirm that KickStarter projects are more in dent to success than failure.

We have a second pivot table that displays the count of successful kickstater projects per subcategory, and we record data that have reached a total rate of success per subcategory (classical music, electronic, Pop, Metal , television, tabletop game, hardware, radio & podcasts), subcategory projects with a total rate of failure ( children’s books, drama, fiction, nature, animation, drama, gadgets, jazz, nature, places, restaurants), and subcategory projects with total rate of projects canceled ( world music, science fiction). Also, we see that have more subcategory projects with higher rate of success than their rate of failure. This visualization provides us the specific subcategories that is prone to success, failure or simply be canceled.

From January to June the gap between successful project, failed projects, and canceled project lines trend have been significant until December where we see a drastic decrease of successful projects, we find below the failed projects line. It is the only month in the data where the rate of failed project per category surpasses the rate of successful project.

These are crucial information that can be used as a future reference by backers (especially high-risk investors) to see what project will be more likely to be successful.

LIMITATIONS:

Not enough substantial information, and the dataset of category and subcategory was not large enough.

POSSIBILITIES:

1. We could interpret the projects based on the average donations to see what average gives more successful, failed, live or canceled project. It can give a good vision of the minimum amount to invest to with high chance of success.
2. We could also make a table that analyses the data by country to picture the country with the highest successful rate, failure or canceled