Dave Borowski

Excel-Challenge

After a review of the Kickstarter data given for the 4113 projects, we can start to draw some conclusions from the analysis that was done. The first thing to note when comparing successes and fails per parent project, theater projects by far show a greater number of successfully funded projects compared to all others and occur most frequently, next to music and technology projects. It is also worth noting that although technology projects are often requested, they have a much greater chance of failing.

The second thing to note when breaking the projects down into their subcategories, plays by far outpace all other subcategories in terms of number of projects and number of successful projects. A further look at the data shows that rock, pop, and classical are always successful for music, while television, shorts, and documentaries do excellent as well.

Lastly, when looking at the success/fail rate throughout the year, there seems to be no real correlation that there are more failed projects certain times of the year, this holds true for cancelled projects as well. When it comes to successful projects, it looks like early year projects do better than projects started in December.

As far as data limitations, the dataset does include country of origin, but because over 3000 of the projects are US based, it would be better to drill down the projects by State in order to identify were certain projects are more successful for that demographic. Another limitation would be that we do not know what the starting donation levels are per project, which could help explain why some high goal projects failed, as they did not ask enough from their backers. The dataset is also limited in the number of projects that exit in the dataset; a deeper analysis could be done with more data points.

In referring to the analysis by category, we noticed that theater projects by far outpaced all other projects in terms of number of projects and number of successes, but when successes are compared total projects for that category, music projects are actually more successful per project started.

Another chart that can be made is comparing the number of success and fails versus the average of the goal amount to see how often projects fail compared to how money was asked for. When doing a calculation of average of failed goal compared to average of success goal across all projects, projects that failed had nearly a 5 (4.67) times great goal than successful projects. This can also be seen in the line chart graphing the outcomes based upon the goal of the project.

In looking at our statistical analysis of the backers count, we see that the successful projects have a mean of 194 and a median of 62, while the failed projects have a mean of 18 and a median of 4. For this data set, the median gives a better picture of the center of the dataset in both cases due to having several projects that could be labeled as outliers, having a significantly larger number of backers the most projects. This can be visualized in a simple box and whisper plot. The successful projects have a lot more variability in terms of numbers of backers which can be seen in the variance, but also noting the spread between minimum and maximum number of backers for a successful project. This makes sense because some projects may only need one backer to back the project for a success, but other projects may need several thousand donating, say $5 per person, in order to reach the goal.