UC Berkeley Extension

Berkeley Data Analytics Boot Camp

Student:

Doug M. Ritter

Report Assignment:

Module 1 Challenge

Title

Kickstarting with Excel

Analyzing Kickstarter Campaigns

Module 1 explored some of the tools and capabilities that excel contains to explore and filter data for analysis. The module challenge was to identify how many Kickstarter campaigns achieved similar results as the play *Fever* by reaching the fundraising goal in a short amount of time. It was also to determine if the length of a campaign contributes to its ultimate success or failure.

Data Analysis and Review

The required charts and full analysis are included in the following github repository: https://github.com/dougacct814/kickstarter-analysis

In exploring the data to determine the any comparisons to the play Fever, the additional analysis steps were completed separate from the module workflow:

- The *Fever* play *(comparable data point)* lasted 28 days and sustained an average pledge rate of $88.75 per day. To compare with other play fundraisers, we filtered out all plays that lasted under 30 days and charted the results for comparison (723 records for analysis).

- Utilized additional COUNTIF and SUMIF statements to summarize findings based on 5-day category groupings.

- Determined the total amount of campaigns, total pledged, total days for each of the categories.

- Calculated the average daily pledge rate for the categories.

Days Open	Number of Campaigns	Total Pledged	Total Days	Average Daily Pledge
1 - 5	4	$ 2,673.00	12	$ 220.79
6 - 10	22	$ 27,019.00	189	$ 142.64
11 - 15	68	$ 103,361.14	913	$ 113.26
16 - 20	64	$ 186,396.13	1,160	$ 160.63
21 - 25	126	$ 391,725.91	2,845	$ 137.70
26 - 30	439	$ 1,365,557.19	12,943	$ 105.50
TOTAL	723	$ 2,076,732.37	18,063	$ 114.97

Analysis Conclusions

Conclusion 1: Smaller the goal, more chance of success!

When comparing all the plays dataset, there was an even percentage of failed and successful campaigns when the goal was between $15,000 – $19,999. This was the amount where the successful campaigns and failed campaigns crossed paths. The failures started to trend upwards and the successful campaigns were decreasing.

Additionally, the highest success rate was achieved when the goal was less than $1,000 with 76% success.

## Conclusion 2: There were many plays that achieved similar success to the play *Fever.*

The *Fever* play lasted 28 days and sustained an average pledge rate of $88.75 per day. When analyzing the play dataset, we calculated the average pledge rate to compare and most of the plays that lasted within 30 days had a higher average daily average:

| Days Open	Number of Campaigns	Total Pledged	Total Days	Average Daily Pledge	Average Pledge Amount
1 - 5	4	$ 2,673.00	12	$ 220.79	$ 668.25
6 - 10	22	$ 27,019.00	189	$ 142.64	$ 1,228.14
11 - 15	68	$ 103,361.14	913	$ 113.26	$ 1,520.02
16 - 20	64	$ 186,396.13	1,160	$ 160.63	$ 2,912.44
21 - 25	126	$ 391,725.91	2,845	$ 137.70	$ 3,108.94
26 - 30	439	$ 1,365,557.19	12,943	$ 105.50	$ 3,110.61
TOTAL	**723**	**$ 2,076,732.37**	**18,063**	**$ 114.97**	**$ 2,872.38**

Conclusion 3: The length of campaign saw an increase in total pledges but decrease in average pledge.

When examining the data closer, the average pledge for a Kickstarter within 1-5 days was more than double the amount of one between 26-30 days.

Conclusion 4: The best outcomes for theater were in the summer months (May – August)

Play Outcomes Based on Goal
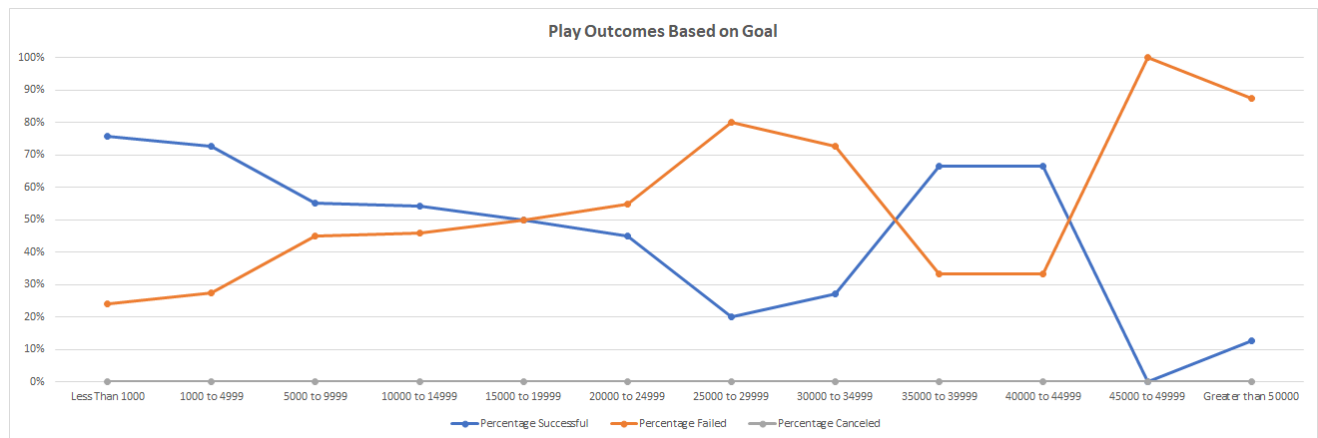
Goal	Number Successful	Number Failed	Number Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
Less Than 1000	141	45	0	186	76%	24%	0%
1000 to 4999	388	146	0	534	73%	27%	0%
5000 to 9999	93	76	0	169	55%	45%	0%
10000 to 14999	39	33	0	72	54%	46%	0%
15000 to 19999	12	12	0	24	50%	50%	0%
20000 to 24999	9	11	0	20	45%	55%	0%
25000 to 29999	1	4	0	5	20%	80%	0%
30000 to 34999	3	8	0	11	27%	73%	0%
35000 to 39999	4	2	0	6	67%	33%	0%
40000 to 44999	2	1	0	3	67%	33%	0%
45000 to 49999	0	1	0	1	0%	100%	0%
Greater than 50000	2	14	0	16	13%	88%	0%
	694	353	0	1047	66%	34%	0%
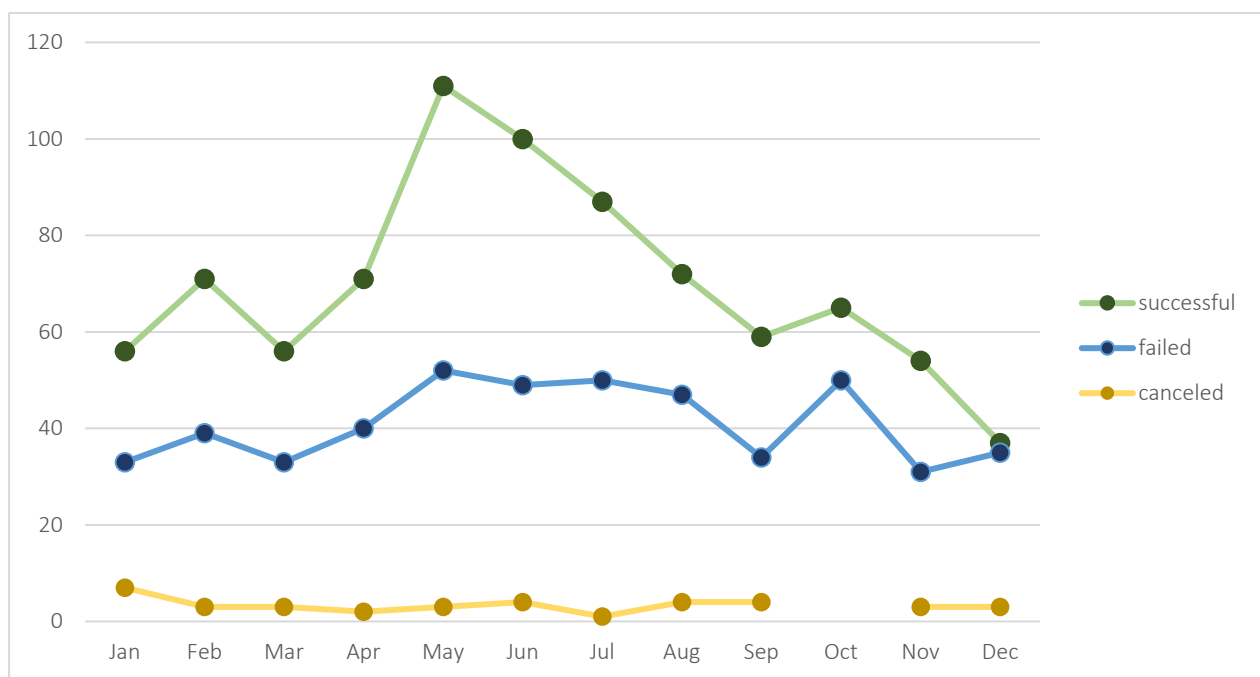
Limitations of Data

Insufficient Sample Size

The chart displays trends of data for comparing campaign goals over time, but most of the data points (85% of the entire set) are under the $9,999 values. It would be beneficial to compile and gather more analysis on higher goal values to average the spread of values.

Complete 100% Fail Rate

Interpreting the Play outcomes based on goal is skewed for the $45,000 - $49,999 as it shows a 100% fail rate. This spike stands out from an initial view. When reviewing the data, there is only a single data point in that grouping that was failed, causing a distorted view on the chart.

Additional Data Exploration

- Break out campaigns by year and country to further explore the data to more specific categories.

- Average the number of backers for each campaign to the overall pledges to determine average donation per backer for each category and length.

- Define the outcome of failure and success to be more in-depth than just reaching the goal amount. I think it could be more complex to include additional criteria to determine success.

- Calculated the average daily pledge rate for the categories.