For this Excel based project, I analyzed a dataset of over 4,000 Kickstarter projects to assess the qualities of projects that are successfully funded vs. projects that fail. Some of the factors I analyzed include the parent and sub-categories of successful vs. failed projects, the number of backers, the funding goals, and the time of year that the projects were launched. This project demonstrates my skills in conditional formatting and formulae in Excel, making and manipulating PivotTables and PivotCharts (including the use of calculated fields for each), and analysis of summary statistics. This write-up will include the charts I made based on the data set, but the full analysis and dashboard version of the visualized data are available in the companion Excel workbook.

Given the provided data, we can understand on a broad level that entertainment-based Kickstarters tend to be the most successful, with theater-related projects (specifically plays) making up the greatest gross successes at 694 successful plays. However, if we consider success based on the proportion of successful to failed projects, music-related projects make up the greatest proportion of successful to failed projects. Among those projects, rock and indie rock kickstarters tend to be the most successful, with 260 successful rock Kickstarters and 140 successful indie rock kickstarters. We can also conclude that Kickstarters have a higher percentage of success in April in any given year, with an average success rate of 65.31%.

There’s a few limitations in this data set that would offer a more complete picture and more complete analytical capabilities if included. One would be the age of the person in charge of the kickstarter (or average age if it is a group of people). This would offer interesting insight as to whether there’s a difference in success rate based on age. Additionally, some measure of funding rate would also offer useful insight. A metric of funding rate would look like data that tracks how many backers join a project per day over the course of the project length, that could then be consolidated into an average. That would allow for answering the question of whether projects with higher initial momentum eventually achieve funding or if projects with more steady engagement eventually gain funding.

Some other possible visualizations would include a bar chart tracking the success rate (a simple metric calculated by dividing the number of successful projects by the sum of successful and failed projects) by category and over time would offer useful insight for potential project starters. Tracking success rate by time of year would help potential project starters choose the most optimal time to launch a project based on their odds of success. This data could be further parsed by average project length—i.e. answering the question: what projects get funded more quickly? Does rate of funding change based on time of year? Each of these insights would offer potential project starters tools to decide how best to approach getting their project funded.

Another potential direction for further analysis would be analyzing the success vs. failure vs. cancellation rate of projects based on their financial goal range, as visualized below. The chart below shows that the percentage of successful projects goes down overall as the financial goal range goes up. Correspondingly, the percentage of failed projects goes up overall as the financial goal range goes up.

A final point of analysis is comparing summary statistics regarding backer count for successful vs. failed projects, as shown in the tables below. Successful projects overall have more backers as shown by the median and mean measurements, and successful projects have a much higher variability in terms of supporters, which makes sense given that there are more successful than failed projects in this dataset.

|  |  |
| --- | --- |
| **Metric** | **Backer Count** |
| Mean | 18 |
| Median | 4 |
| Minimum | 0 |
| Maximum | 1,293 |
| Variance | 3,776 |
| Standard Deviation | 61 |
| Count | 1,530 |

**Successful Projects Failed Projects**

|  |  |
| --- | --- |
| **Metric** | **Backer Count** |
| Mean | 194 |
| Median | 62 |
| Minimum | 1 |
| Maximum | 26,457 |
| Variance | 713,167 |
| Standard Deviation | 844 |
| Count | 2,185 |