

Kickstarter Data Analysis

Data Analysis Bootcamp Homework Week1 - Excel

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# Executive Summary

The purpose of this report is to answer three specific questions around Kickstarter Campaigns that were launched across the globe.

After analysing a fairly sized sample of Kickstarter Campaigns launched during 2009-2017, some valuable deductions can be made. However, caution need to be taken while looking at the results, as limited other information were available, and unknown variables like complexity , audience targeted, presentation of the campaign, etc need to be investigated further.

Overall it seems that most campaigns are launched in the Theater category of which Plays are the most active. Sub-category Although the largest number of campaigns in this category were successful, more than a third of the campaigns failed. In light of that observation, the second most active category of campaigns launced is Music. Form the data collected this would percentage wise be the most successful category as the majority of the campaigns were successful and only about 17% failed.

The least active campaign category is Jounalism of which all of the campaigns were canceled after launch.

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# Three Conclusions about Kickstarter Campaigns

There are a number of conclusions to be drawn from this data. I view the following 3 conclusions as insightful to start some more detailed discussions.

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| Highest volume and most successful campaigns  |  |  | | --- | --- | | When simply looking at the graph it is clear that the Theater category is the most active in the number of campaigns while the Music category follows in second place.  In terms of highest number of successful campaigns, the graph might be a bit misleading. When identifying the percentage of successful campaigns per category, Music takes first place, followed by Theater. (See Perc Successful sheet in the workbook)  So the conclusion in this case it that one set of analysis does not always tell the full story. So even though the most activity happens in the Theater category, more campaigns have been successful in the Music category given the number of campaigns over the full time period. |  | |  |  |  Highest activity per year When the data is analyzed by year and outcome, it is clear that most campaigns were launched in 2015, and although the largest number was successful, a large portion also failed. It would be worthwhile looking deeper into the reasons why so many campaigns were launched in 2015, but more data need to be gather for such an analysis. Trent of campaigns launched per month in the last 2 years When the graph is filtered on 2016 and 2017 it becomes clear that within the last 2 years most campaigns were launched in January, trending downwards with slight increases in May and November. It might be helpful to identify if these changes can be attributable to different seasons in different countries. | Volume of campaigns by Category and Outcome    Number of successful campaigns |

# Limitations of the Dataset

Some limitations of the dataset include the following:

* No understanding of the cultural differences between countries and hence preference between categories
* No indication whether some campaigns might have been available across borders, like for the Film/Music categories
* No clarity on the size of the different countries to be able to identify if the campaign had a larger potential group of donors
* No seasonal data available to understand if more campaigns were launched during specific seasons in a country – difficult to identify all countries by just 2 digits.

# Additional Analysis that can be performed

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| Percentage of successful campaigns vs volume of campaigns per country This can be valuable in identifying not only which countries are the most active in terms of campaigns started, but also what percentage of the campaigns were really successful. This would provide insight into how willing people are to really support the number of campaigns offered through Kickstarter in the specific country. |  |
| |  |  | | --- | --- | | Average Length of Campaign by State This would provide insight into whether longer campaigns might be more successful than shorter campaigns.  However, looking at the numbers it seems that there aren’t really a trend as the numbers are pretty close |  | |  |