Analysis of Crowdfunding Platform – Kickstarter

Tool: Microsoft Excel, Power Query
Source: [Kaggle](#)
Duration: 2 weeks

Data Description

Kickstarter, launched on April 2009, is an American public benefit corporation that maintains a global crowdfunding platform focused on creativity. Kickstarter works on all or nothing basis. No one will be charged for a pledge towards a project unless it reaches its funding goal.

The data consists of projects from June 2009 to March 2015.

Data Preparation

1. Converted the unix time into the datetime format.

```
= Table.AddColumn(#"Reordered Columns", "state_changed_at.1", each [state_changed_at]/86400 + 25569)
```

2. Calculated the funding duration by using launch date and deadline column.
3. Converted the currency of different country to USD.

```
= Table.AddColumn(#"Added Custom", "goal (usd).1", each if [currency]="AUD" then [goal]*0.71 else if
[currency]="CAD" then [goal]*0.75 else if
[currency]="DKK" then [goal]*0.16 else if
[currency]="EUR" then [goal]*1.17 else if
[currency]="GBP" then [goal]*1.29 else if
[currency]="NOK" then [goal]*0.11 else if
[currency]="NZD" then [goal]*0.66 else if
[currency]="SEK" then [goal]*0.11 else
[goal]*1)
```

Understand some Data Naming

- Backers – who pledge money to join creators in bringing projects to life.
- Goal – the amount of money that a creator needs to complete their project.
- Reward – creator's chance to share a piece of their project with their backer community.
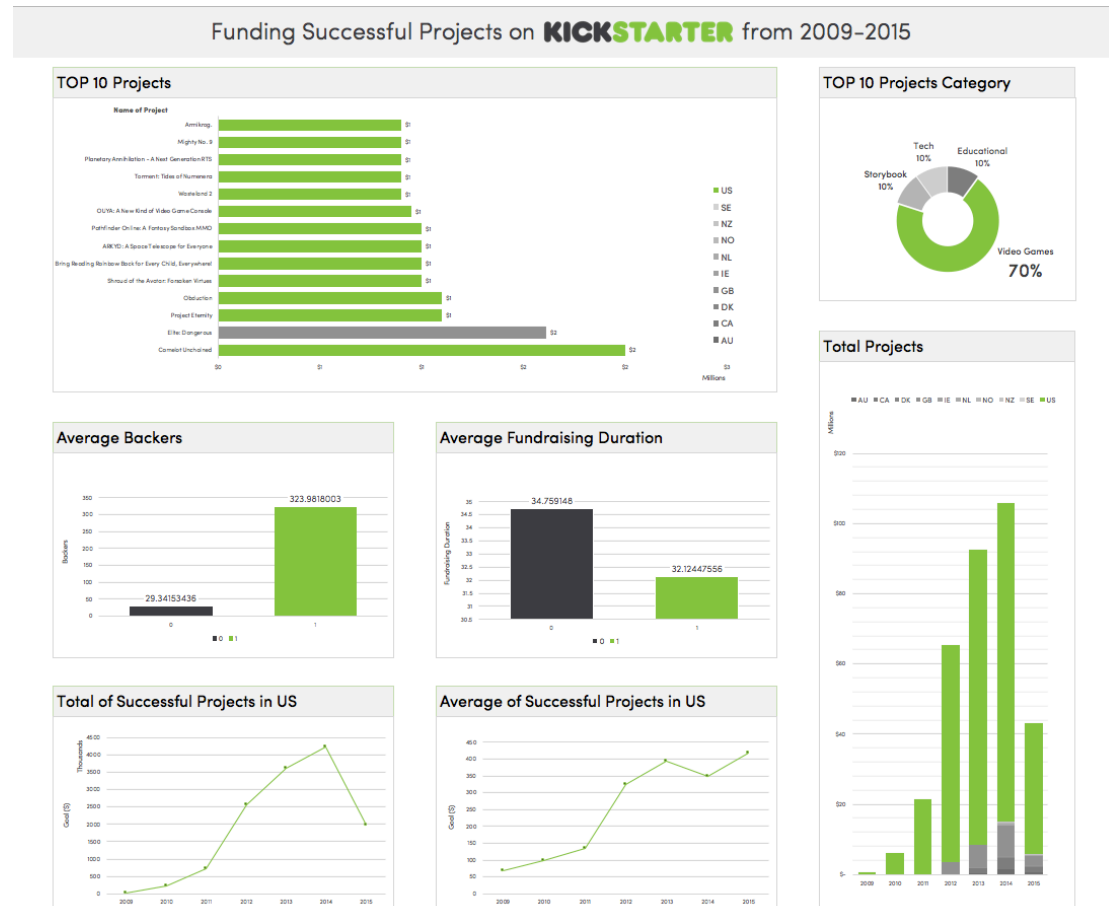
Analysis

Problem Statement:
1. What kind of projects has the higher chance to be funded?
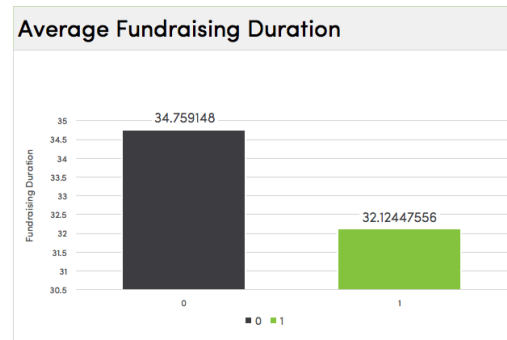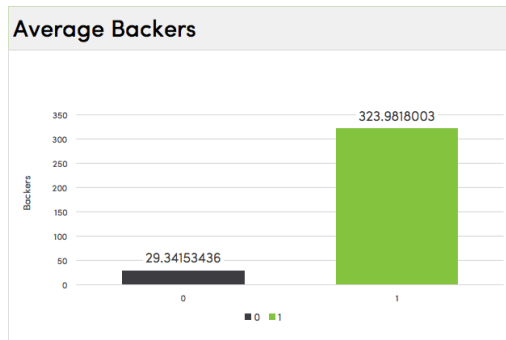2. Which country is better to start a fundraising?

3. How long is better for the fundraising duration?
4. Is Kickstarter a good crowdfunding platform to start with?

The first horizontal bar chart showing that base on the project goal, the top 10 of the projects been successful funded. Within these projects, around 70% were under Video Games category.

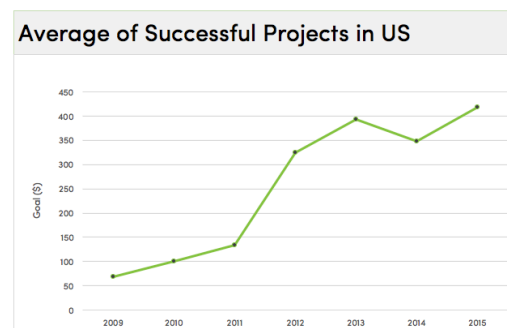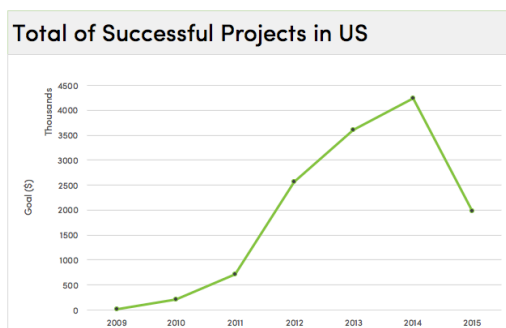Funding Successful Projects on KICKSTARTER from 2009-2015

From the vertical chart, showing that US, represented by green colour, were monopolizing the market. More creators decided to fundraising their project at US. And more backers were interested and willing to invest on Kickstarter projects in US.

From the chart below, in order to successful funded a project, around 324 backers is needed. The longer fundraising duration does not increase the chance of funding successfully. Despite this, suggested to keep it within a month.

Average Backers

Average Fundraising Duration

Since launched at 2009, the total of successful projects in US was keep growing till 2015. However, the average of the projects is actually increasing. It might due to the goal of the successful projects were increasing even though the amount of successful projects was reducing.

Total of Successful Projects in US

Average of Successful Projects in US

Conclusion

Although we know that about 70% of successful funded projects were under Video Games category, missing the project category data might hard to better analysis what kind of projects are more attractive. Some of the project goal might be lower but their total funds pledged is much higher than others. For example, the 'Pebble Time – Awesome Smartwatch, No Compromises' and 'Coolest Cooler: 21st Century Cooler that's Actually Cooler' are the top 2 largest successfully completed Kickstarter projects by total funds pledged (_https://en.wikipedia.org/wiki/Kickstarter_). Their goal was only 50k (USD) each, much lower than the Camelot Unchained (20 million USD), but their total pledged was 20,338,986 (Pebble Time) and 13,285,226 (Coolest Cooler), which are 40% and 27% more on their initial goal.

Therefore, for future opportunities, to include the category and the total pledged data will be useful to better understand the trend and analysis investor's behavior.

Since launched at 2009, the successful projects in Kickstarter were continuality growing. Their unique business model giving artist and creator a chance to go directly to their audiences to fund their work. It is a good platform not just for those who has a dream to achieve, but also for those who are interested to invest.