Kickstarter Campaign Analysis

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Conducted by Niguel K Williams

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# Overview

Kickstarter founded by Perry Chen, Yancey Strickler, and Charles Adler on April 28, 2009 is a crowdfunding platform based in Brooklyn, New York. The platform uses a crowdfunding business model to actively fund creative projects from a wide range of categories which include film, music, and art to name a few. Campaigns are setup and presented to the public via the online website/platform were potential backers will be able to get information regarding the project scope, such as the project goal and amount currently pledged.

# Purpose

The purpose of this analysis is to use the data provided from over 4000 campaigns to identify any abnormalities and inconsistence first in the raw data and then move towards a better understanding of the success and failures of the campaigns. We will be answering three critical questions to come to an analytical conclusion that would provide better insight to all stakeholders.

* What are three conclusions drawn from the Kickstarter campaign data?
* What are some limitations of the data?
* What other data visualization can we derive from the given data?

# Question #1

After going through the Kickstarter data, we can conclude that there are three main countries that contribute to the overall dataset. With a total of 3788 campaigns, the following countries contribute approximately 93% to the overall dataset of 4114 campaigns. That data is represented in table 1.1 below:

Table 1.1

|  |  |  |
| --- | --- | --- |
| Country | # of Campaigns | % Contribute to Overall |
| US | 3038 | 74% |
| GB | 604 | 15% |
| CA | 146 | 4% |
| Total: | **3788** | **93%** |

By looking at the data we can also check the total percentage of successful, failed, canceled, and live campaigns from the overall total. This can be used to determine the overall success of the campaigns based on the given dataset. The chart below shows that 53% of campaigns were successful in meeting their goal while only 37% failed. Campaigns within the canceled and live state falls below the margin of 10% to have any impact on this section of the analysis.