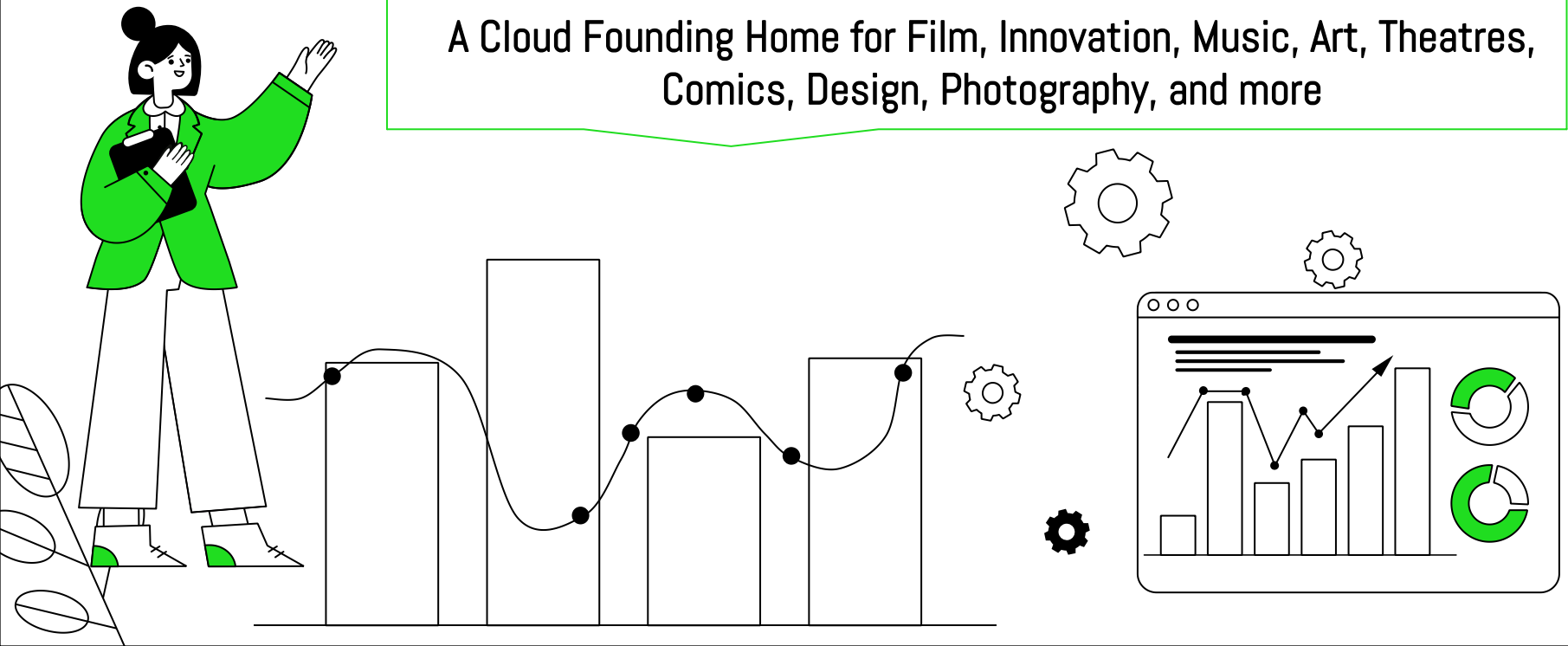
KICKSTARTER

A Cloud Founding Home for Film, Innovation, Music, Art, Theatres, Comics, Design, Photography, and more



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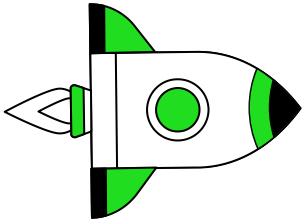


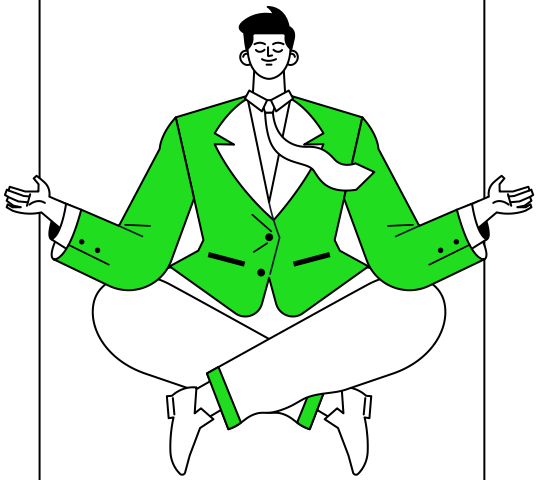
BUSINESS OVERVIEW

Kickstarter is the premier place for all or nothing crowdfunding. Projects range from big to small from life changing to entertainment. The platform gives an opportunity to help creative enthusiasts to transform their ideas!

MOTIVATION

“THE COMMERCE”

With small companies going out of business so frequently, we wanted to do a project on Kickstarter because we found it so interesting that so many people were willing to be “backers” for projects when nearly most of them end up as a failure. We found this commerce part of Kickstarter to be very interesting, and we wanted to see if we could discover more about the marketing as well as the outcomes for Kickstarter that allows them to still be so successful.



“NEW VISIONS”

Our team also wanted to use Kickstarter because we also found it interesting how easy it is to get funding. There are no 100 page contracts or last minute edits, and everything is done very openly. We were very interested to see if this lead to more trust and motivation when completing the project.

DATA SOURCE

Kickstarter Structured Relational Database

Version 2.0

LI, GUAN-CHENG, 2019, "Kickstarter Structured Relational Database", https://doi.org/10.7910/DVN/EOYBXM, Harvard Dataverse, V2

Cite Dataset Learn about Data Citation Standards.

Description	Relational SQLite Database Tables of Kickstarter, including projects, creators, funders, comments, geography, pledge and funding, etc.
Subject	Business and Management; Social Sciences
Related Publication	URL: https://doi.org/10.1016/j.respol.2017.07.008 Yu, Sandy & Johnson, Scott & Lai, Chiayu & Cricelli, Antonio & Fleming, Lee, 2017. "Crowdfunding and regional entrepreneurial investment: an application of the CrowdBerkeley database," Research Policy, Elsevier, vol. 46(10), pages 1723-1737.
Notes	Data is in sqlite3 format.
License/Data Use Agreement	PUBLIC DOMAIN CC0 1.0

KICKSTARTER RELATIONAL DATABASE

Our data comes from the Harvard dataverse open data source, where a team web-scrape the website and the data range from 04/2014 and 01/2019. Out of clearance, we clean the data to 12/2018.
The Kickstarter projects data that was captured in SQLite and the lastest one was launched on Jan 30, 2019.

The Data Source:

DATA & METHODOLOGY

The kickstarter project creators will not receive their funds unless the campaign was completed and has met its funding goal.
Each campaign involves two main groups of individuals:
(a) **Backers**, who pledge an amount per project in exchange for tangible rewards and/or experiences;
(b) **Project Creators**, who choose a funding deadline and a minimum funding goal.

During the data preparation stage, (i) all duplicated projects, recognisable by their unique IDs, were removed, (ii) the main categories as well as sub categories of the projects were extracted from the *'source url''* field, and (iii) all date-related fields were converted from string to the appropriate data-time format.

For the purpose of this visualisation, all pledged amount and goal amount are in USD, adjusted by currency rate.

RELATED WORK

Research note

Crowdfunding and regional entrepreneurial investment: an application of the CrowdBerkeley database☆

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KICKSTARTER, KIVA, CROWDRISE

This is the first article we read about crowdfunding. This article did an analysis on three different crowdfunding platforms including Kickstarter, Kiva, and CrowdRise. They performed an analysis on the success rates by category for each of the platforms to see which performs the best. We were able to use this article for inspiration on how we could do our exploratory data analysis.

CROWDFUNDING SUCCESS

The intent of our data visualization was to provide a dashboard that could help make conclusions on success rates based on year and category. We used this article as references to backup the findings that we were able to attain from our data visualizations.

How to Succeed in Crowdfunding: a Long-Term Study in Kickstarter

THANH TRAN, Utah State University
MADHAVI R. DONTHAM, Utah State University
JINWOOK CHUNG, Utah State University
KYUMIN LEE, Utah State University

DATA CLEANING

JOINED SEPARATE TABLES TOGETHER AND RENAMED

```
,l.name as location
,l.state as `location_state`
,l.`type` as location_type
,usd_pledged
,static_usd_rate * usd_pledged as usd_pledged_real
from project p
left join category c
on p.category_id = c.id
left join category c1
on c.parent_id = c1.id
left join location l
on p.location_id = l.id
```

CONVERT UNIX TIMESTAMPS TO DATE

```
select p.id
,p.name
,c.name as category
,c1.name as main_category
,currency
,DATE(created_at, 'unixepoch') as created_at
,DATE(deadline, 'unixepoch') as deadline
,DATE(launched_at , 'unixepoch') as lanuched_at
,DATE(state_changed_at, 'unixepoch') as changed_at
,DATE(successful_at, 'unixepoch') as succhess_at
```

DROP DUPLICATES AND NA'S

```
where p.country = 'US'
and c1.name is not null;
```

We used sql to clean our data before uploading it onto tableau. This helped remove any errors when making our data visualization.

DESIGN EVOLUTION

U.S.A. VS THE WORLD

We decide to do our analysis **specifically on United States** instead of on the entire world. This is because more than 75% of the data came from the U.S. Due to this, if we did data analysis, we did not want to generalize for the entire world. By picking specifically United States, we were able to focus in on specific states.

SCATTERPLOT

Something else we wanted to consider is the analysis of funding days with completion %. We decided not to implement this, because there wasn't a specific place, we thought it was a vital piece of info.

CANCELED & SUSPENDED

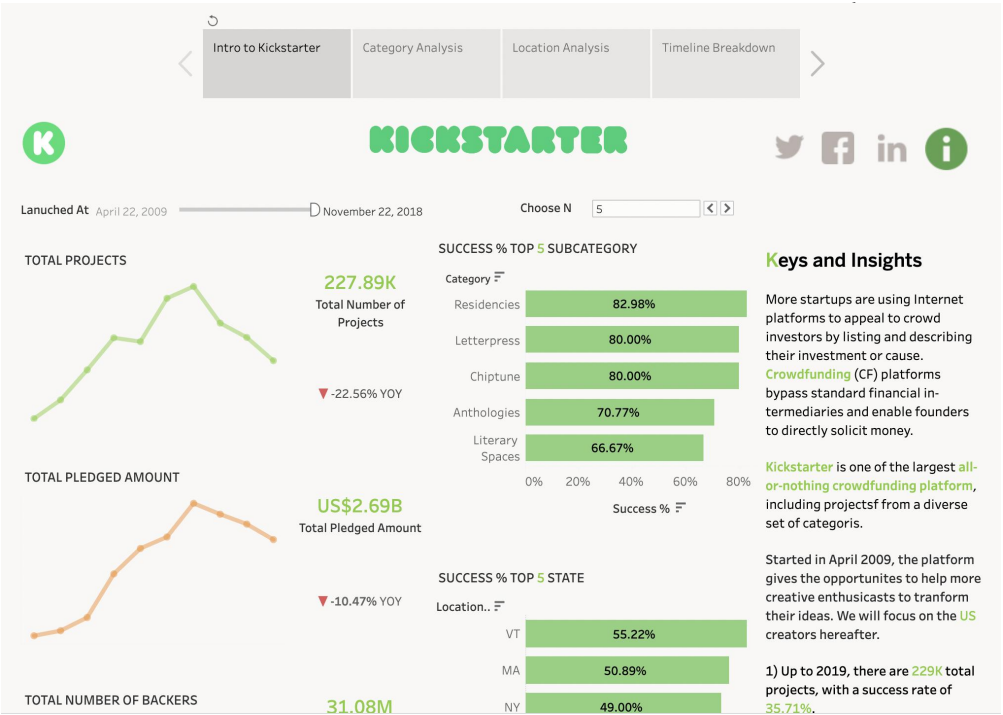
We did not consider the canceled and suspended projects when doing our analysis because it remained stable throughout the years. There was trends seen, so we decided to neglect it.

DATES & DAYS

We initially thought about doing an analysis on the specific days of the week and months that were the most successful, but we did not end up doing this. Instead we did an overall success over the years bar graph.

IMPLEMENTATION FUNCATIONALITY

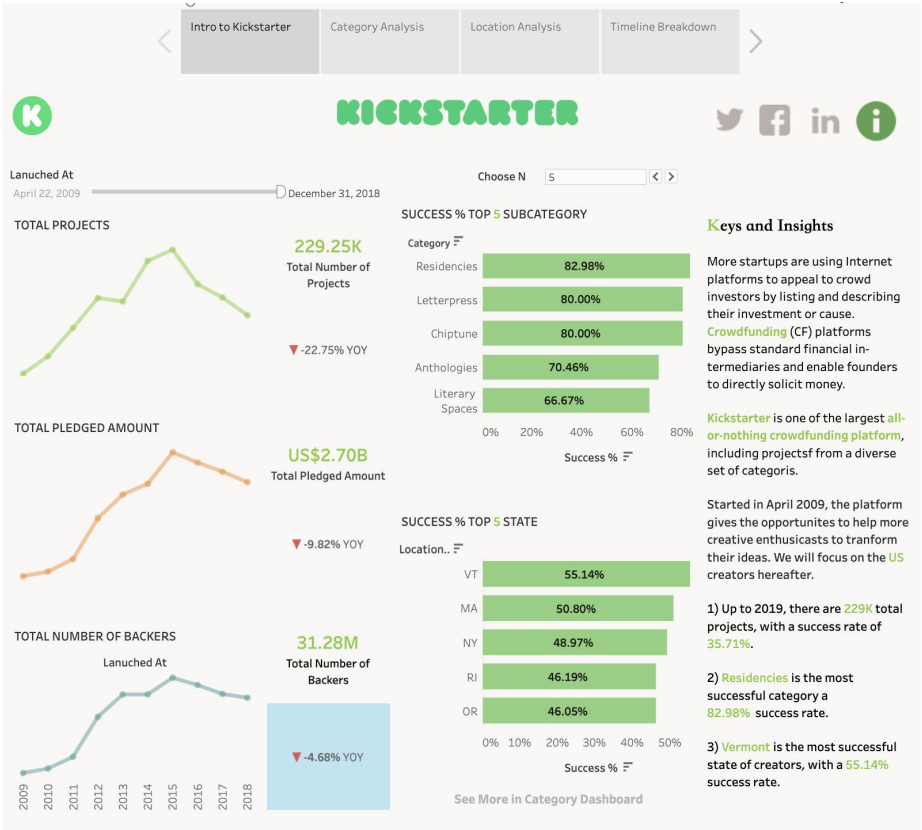
Link for our Dashboard!



IMPLEMENTATION FUNCATIONALITY

Introduction Page

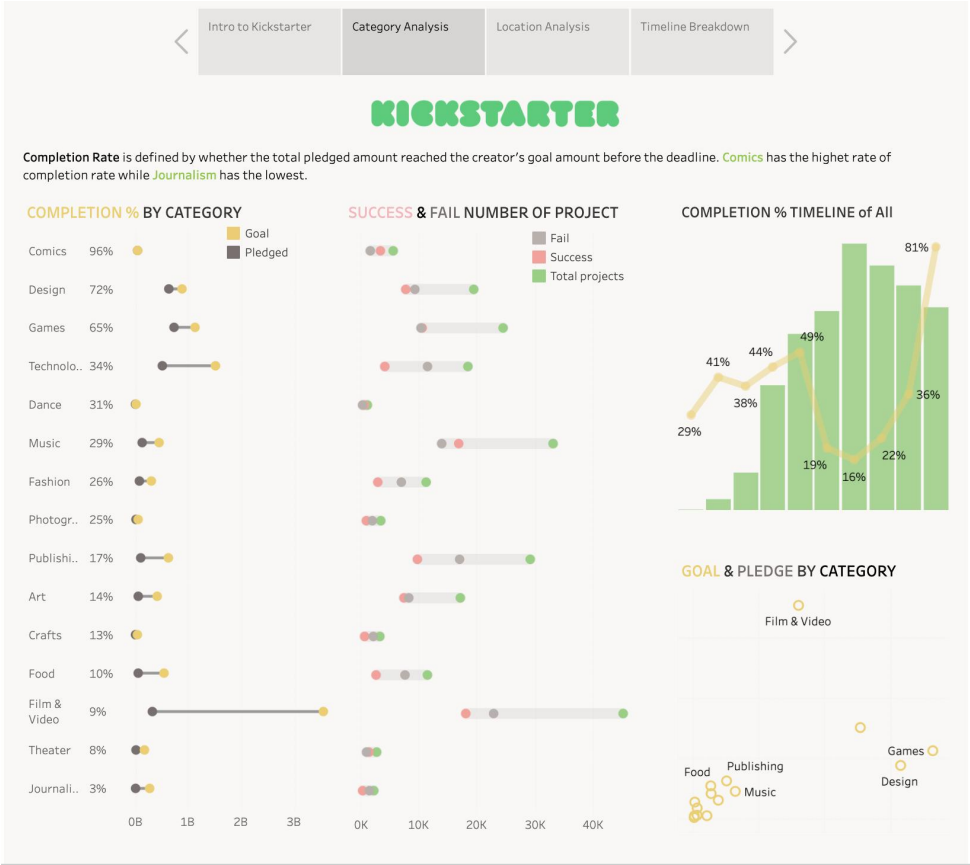
- In the intro dashboard, we created a simple aggregate summary on the projects, including number of project, pledged amount in USD and number of backers in each year. Also, we included the YOY changes of each year, managed by a launch date slider.
- We also create 2 bar chart to help the audience get the top N successful subcategories of project, and top location (state) in the US. Audience can change the number N using the filter to check out **top N** subcategories and states.
- One can also share the tableau via Twitter, Facebook and Instagram.



IMPLEMENTATION FUNCATIONALITY

Categorical Page

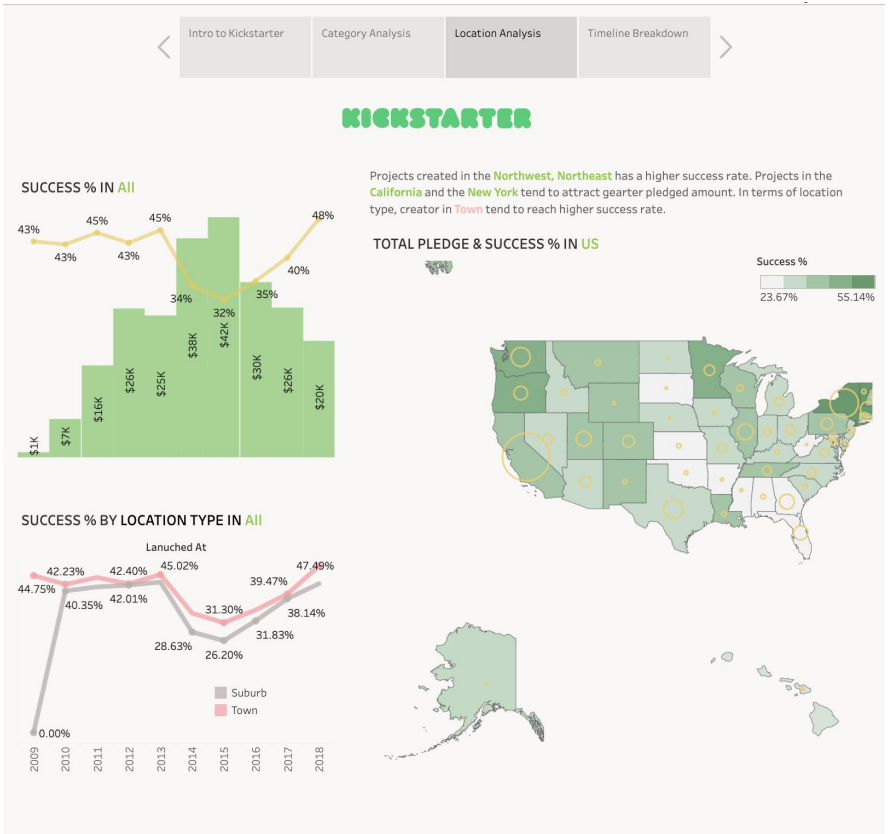
- In the Categorical dashboard, the mainly 2 charts we made are dumbbell charts of pledged usd amount and project number, order by completion rate.
- In the left dumbbell chart, we compared the goal amount set by the creator and the actual pledged amount. On the bottom right, we also created a scatter plot to compare the goal and pledge amount of a certain category.
- In the middle, we compared the fail, success and total project number.
- The audience can also click on any of the categorical chart and filter the completion rate and pledge amount timeline chart on the top right.



IMPLEMENTATION FUNCATIONALITY

Location Page

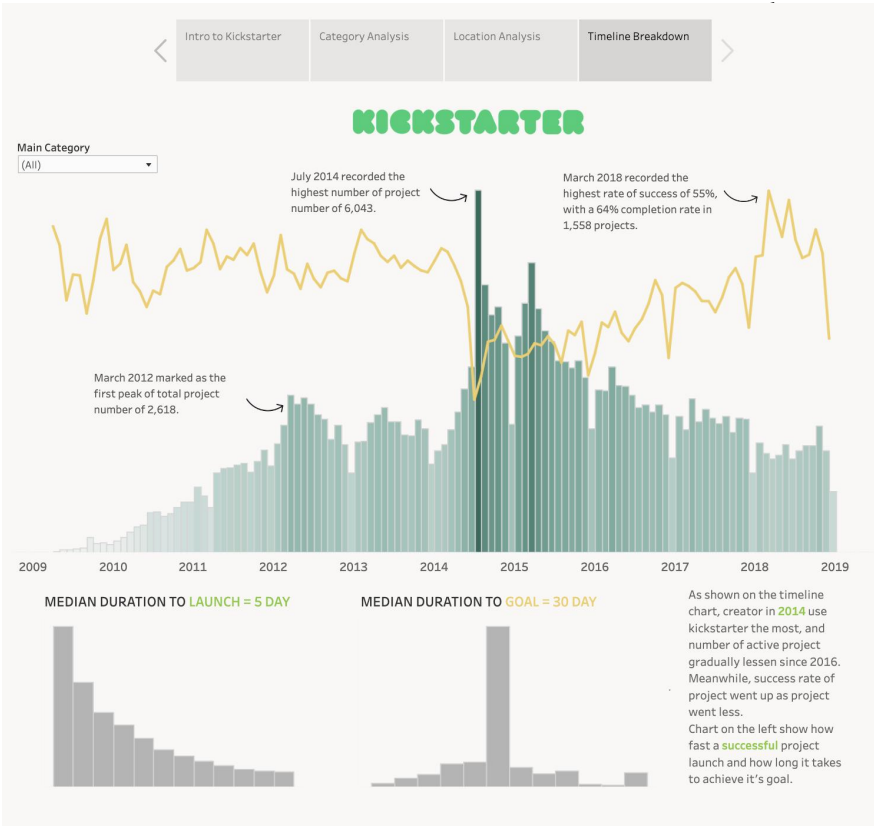
- In the Location Dashboard, one can see the US map on the left on the first sight, where the green gradient indicates the successful rate and the size of the yellow circle indicates the pledge amount in that state.
- On the left, one can check out the success rate and total pledged amount of the state by clicking a state on the map.
- We also created a successfully rate type line chart to compare success rate of town and suburb creators. As shown on the text box of the dashboard, CA and NY has the largest number of projects and usually town creator are more likely to success.



IMPLEMENTATION FUNCATIONALITY

Timeline Page

- In the timeline dashboard, compared to the yearly line chart in the intro dashboard, we created a line and bar chart by month. As shown by the tick marks on the dash, March 2012 marked as the first peak of total project and July 2014 recorded the highest number of projects. On March 2018, the website had the highest rate of success.
- At the bottom of the dash, we created 2 histogram which presented the median duration of launch and goal of a successful project. A successful project usually launch quick and reach the goal in 30 days.



INSIGHTS

SUCCESS

Although the number of projects is **decreasing** since 2015, the success rate continues to **increase.**

LOCATION

- Towns have a higher success rate than suburbs.
- The Northeast and Northwest have higher success rate.
- New York and California receive the most funding.

CATEGORIES

The **top** Success% Subcategories:

- Residencies
- Letterpress
- Chiptune