Kickstarter Crowdfunding Analysis

Overview

The Kickstarter Challenge shows the relationships between many different crowdfunding projects with different goals and purposes. The data contains projects from multiple countries with additional categories. Louise wanted to know how other campaigns ended out regarding their funding goal and launch date.

Analysis

Chart, bar chart

Description automatically generatedTo start off we found that the fine arts Kickstarter campaigns had higher success rates, that being film, music and theatre. Further we could see that the average goal of failed campaigns was double that of which successful Kickstarter campaigns had. This shows that those who had too high of a goal could not reach it by the deadline. The projects that were started in the month of may had much higher success rates than that of any other month. Based off the patterns of the launch date and outcomes the winter months had lower success rates than the rest of the year. Furthermore, September and March had lower fail rates than the summer months.

Challenges

I could see how rushing through the data would bring about challenges later. I personally did not run into anything that stopped me from completing the project. Correct syntax when inputting formulas is essential to overcoming problems in the dataset down the line. It is also key to understand what data you are trying to pull from the set.

Summary

In conclusion Louise should avoid making her goal too high for her campaign. Starting her Kickstarter project in the month of May shows that she has a higher likelihood of reaching her goals as well as having her deadline in March or September. Additional analysis could be done if we used a pie chart to figure out the percentage of successful and failed campaigns over the year and filtered by the month.