Excel-Kickstart-My-Chart

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects to uncover any hidden trends.
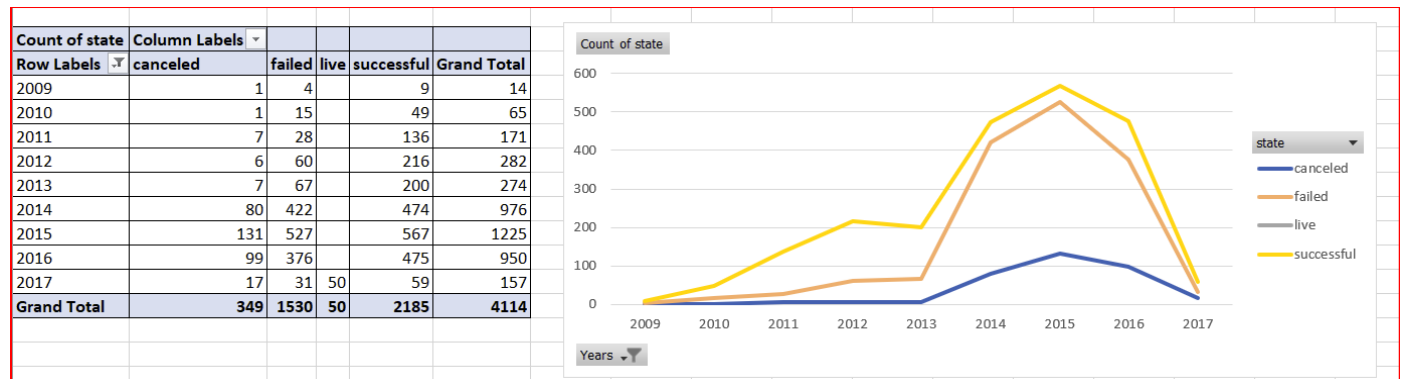
Full Data

There are a few limitations with the data. It would be extremely helpful to see what competitors entered the market by year to determine how much of an effect that had in drop. Not having website traffic data is also limiting; daily traffic, the bounce rate and/or keyword strategy would be helpful in determining how easily a potential investor/entrepreneur is able to connect to website or how easily they were able to maneuver through the website.

Year Vs State

Creating a graph to look at Year vs State was helpful in creating a visual for overall success or loss throughout the years. The most concerning change observed is the huge drop in investments starting around 2016, which may be due to more competition entering the market. The 2nd most noticeable movement is the rise is failed campaigns starting in 2013, hitting peak in 2015, which is also the peak for success.

Count of state	Column Labels				
Row Labels	canceled	failed	live	successful	Grand Total
2009		1	4		9	14
2010		1	15		49	65
2011		7	28		136	171
2012		6	60		216	282
2013		7	67		200	274
2014		80	422		474	976
2015		131	527		567	1225
2016		99	376		475	950
2017		17	31	50	59	157
Grand Total		349	1530	50	2185	4114

Spotlight VS State

The # 1 deciding factor on success for any campaign seems to be dependent on whether they have a spotlight ad; staff pick did not seem to have a noticeable impact.

Count of state	Column Labels				
Row Labels	canceled	failed	live	successful	Grand Total
FALSE	349	1530	50		1929
TRUE				2185	2185
Grand Total	349	1530	50	2185	4114
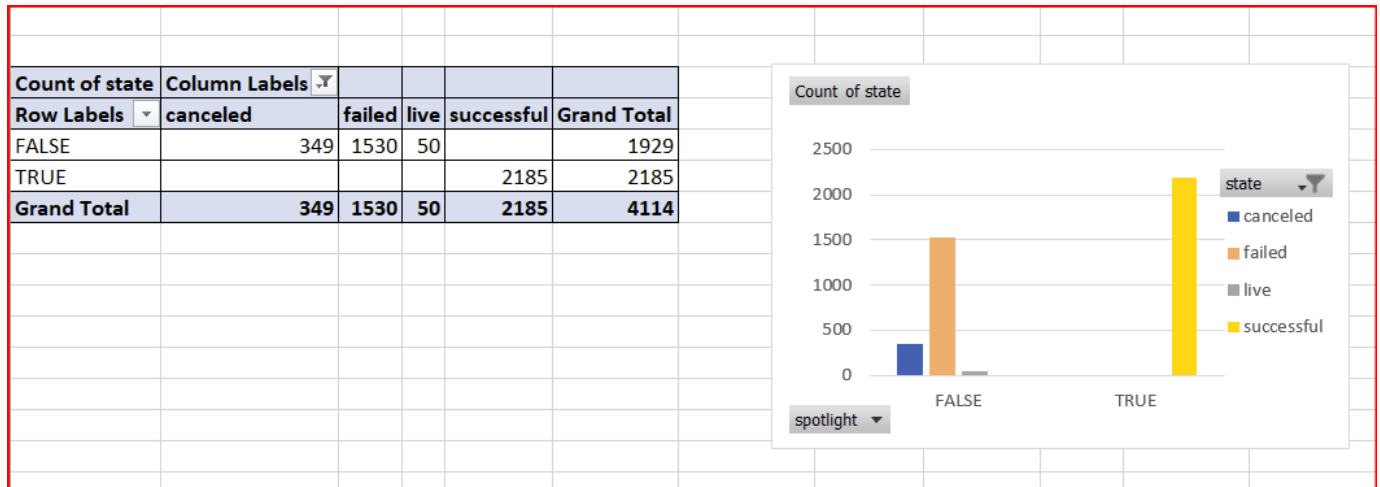
Category Vs State

Creating a graph measuring each category's success, failure, and cancels by year, was helpful in determining which category was the most impactful at different moments.

Most noticeable - Theater, the most backed category, had a significant drop from 249 in 2016 to 19 campaigns in 2017. Theatre accounts for almost 50% of the success in 2016, 53% in 2015 and 50% in 2014.

country	(All)				

Count of state	Column Labels				
Row Labels	canceled	failed	live	successful	Grand Total
film & video	40	180		300	520
food	20	140	6	34	200
games		140		80	220
journalism	24				24
music	20	120	20	540	700
photography		117		103	220
publishing	30	127		80	237
technology	178	213		209	600
theater	37	493	24	839	1393
Grand Total	349	1530	50	2185	4114

Date & State

Years	(All)				
Category	(All)				

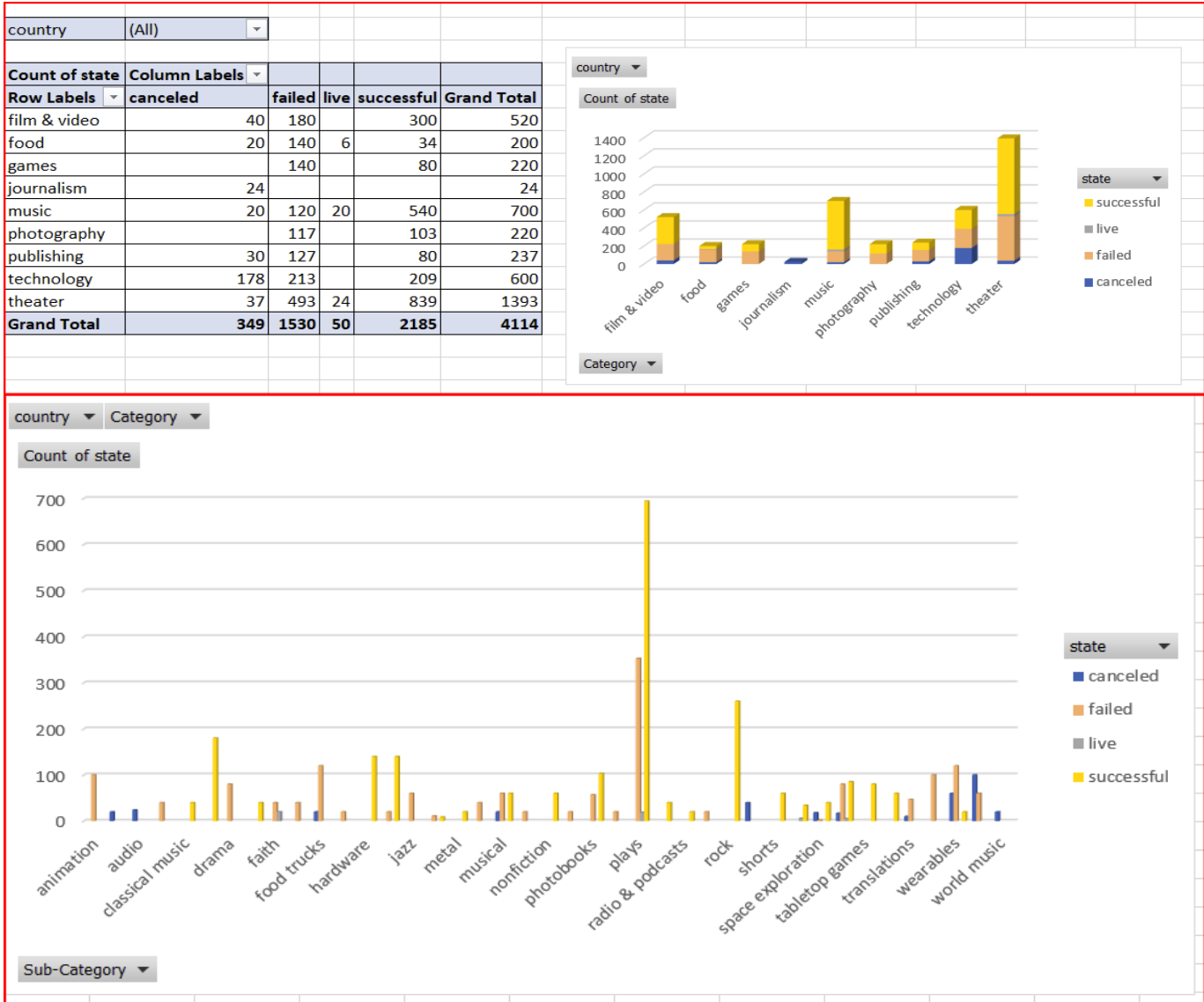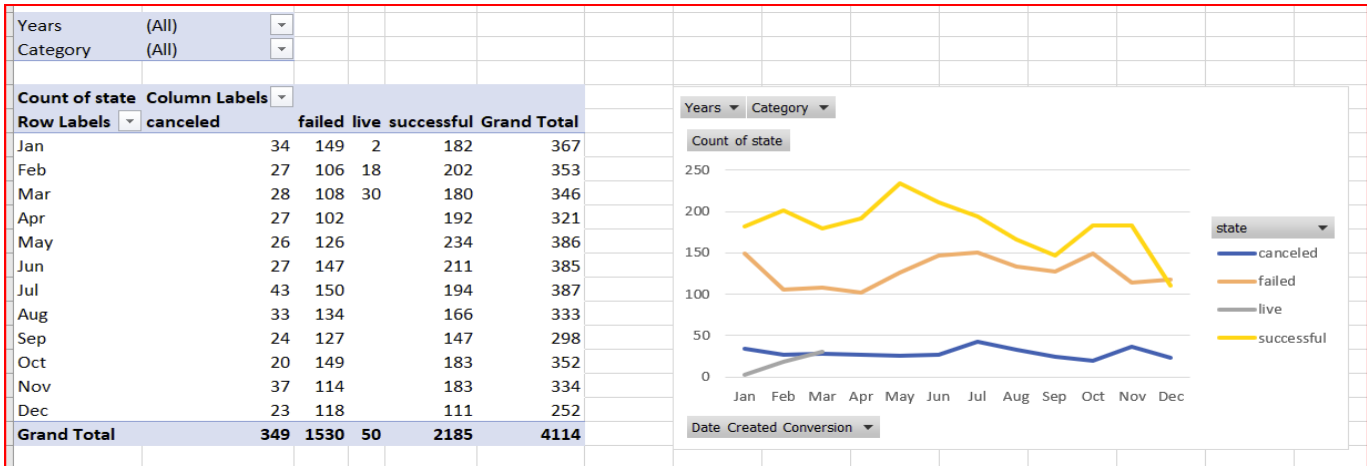| Count of state	Column Labels				
Row Labels	canceled	failed	live	successful	Grand Total
Jan	34	149	2	182	367
Feb	27	106	18	202	353
Mar	28	108	30	180	346
Apr	27	102		192	321
May	26	126		234	386
Jun	27	147		211	385
Jul	43	150		194	387
Aug	33	134		166	333
Sep	24	127		147	298
Oct	20	149		183	352
Nov	37	114		183	334
Dec	23	118		111	252
Grand Total	349	1530	50	2185	4114

Statistical Analysis

successful				failed		
MEAN	194			MEAN	18
MEDIAN	62			MEDIAN	4
MIN.	1			MIN.	0
MAX	26457			MAX	1293
VARIANCE	712841			VARIANCE	3773
STANDARD DIV	844			STANDARD DIV	61
1st STD	1039			1st STD	79
2nd STD	1883			2nd STD	141
3rd STD	2727			3rd STD	202

The number of backers for both succsessful and unsuccseful campaigns are not represented well with mean due to the dramatic variance in number of backers depending on campaign. The highest being 26,000 and lowest at 0 , therefore median is the best way to summarize the data more meaningfully. There are more variability with successful campaigns than unsuccessful campaigns. This makes sense since there are more backers for the successful campaigns.