Analyzing Kickstarter Data

Introduction

For the project of Analyzing Kickstarter Data, I worked with hundreds of projects that were featured on the popular crowdfunding site Kickstarter. The website is a great way for communities to pool together their resources and information to create something new. The data collected were things such as Start Date, Funding Goal, Country, Status of Project, and Summary. By having all the data in an Excel spreadsheet, the information is easy to analyze and sort. The purpose of this project is to compare Kickstarter projects to see if there are any trends or data of importance.

Inputting the Code

One of the trends I tracked was outcomes of theater plays based on goals; did a higher goal mean greater or lesser success? To analyze this, I isolated the data into another sheet to review. The plays were sorted by goal then by outcome of Successful, Failed, or Canceled. One of the difficulties I had was setting the ranges and applying them to the data. To overcome my problem, I tested sections of the formula to make sure I had calibrated the correct parameters. I also had not followed the correct labeling of the subcategory and created the right one to clean up the data. The ranges of goals were also difficult but after testing them out and thinking about it logically I added the proper index markers.

Challenges

Because of the problems I had with my code I wasn’t sure if the line chart I created was correct as it does not match the one in the challenge guidelines.

Chart, line chart

Description automatically generated

The charts tell a similar story but veer off differently by the end. I double checked that the data I was pulling was correct by applying filters to the main worksheet. The lines on the chart were also on the same axis so I had to spilt them to display the correct plotted points. The Canceled Projects line is blank because I was unable to find any projects that fit the parameters. I didn’t have any issues with the Theater Outcomes based on Launch Date and was able to easily view the data.

Chart, line chart

Description automatically generated

Conclusion

Kickstarter is a diverse platform attracting many kinds of creators, artists, and inventors. Considering the outcomes on when the project was started shows an interesting trend of late spring until summer being most successful. If you think of when plays are most likely to happen the holidays come to mind or in the pleasant summer months when a local theater group can perform in the park. The conclusion I draw from the chart is that the best time to launch is May or June. Looking at the data we can conclude that a goal lower than one thousand dollars has the highest success. Comparing the lines, it would make sense if they ran perpendicular with the Failures ascending and the Successful descending, but this isn’t the case. On the graph the lines crisscross and mostly trend downward for success with larger goals. The outliers on the graph are mostly in the range of twenty thousand to forty thousand dollars. Based on the data I would suggest splitting the graph into more filters down to country or genre. It’s hard to say what will gain recognition on the site and perhaps narrowing down the parameters would show more trends.