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| Crowdfunding Data Analysis | | |
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# Answering questions through my analysis

***What three conclusions can be drawn with this analysis?***

* What immediately stands out is the disproportionately high number of arts and performance campaigns compared to all other campaigns launched. The ‘Category Outcome Pivot’ sheet reveals theater, music, and film/video as the top three most dominant categories for campaigns launching on Kickstarter. Theater, as a category, nearly doubles the second most saturated category (music). Despite these larger numbers, success and failure rates are comparatively similar among most categories (journalism and food being the exceptions due to their high cancellation and failure rates).
* Music, as a category, has the highest success rate among all other categories on Kickstarter. Many of the sub-categories within the music category have a 100% success rate (i.e. rock, pop, metal, etc…). The majority of these campaigns are launched from the United States of America. Food, games, and journalism have the highest failure and/or cancelation rates among all parent categories on Kickstarter.

The ‘Sub-Category Outcome Pivot’ sheet reveals that there is an overwhelmingly large amount of the sub-category, ‘plays’, campaigns launched. The total number of plays on Kickstarter is 122% larger than the second biggest sub-category (rock). Despite this higher quantity, the failure rate maintains a similar trend to other categories and sub-categories.

**Limitations**

* One thing to acknowledge is the ‘trendy’ nature of Kickstarter. There is a certain amount of social traction and notoriety some campaigns achieve. This dataset does not take into consideration any external outreach these campaigns may have had to boost their success. Also, if someone who is famous starts a campaign then their popularity will skew results due to their audience’s interaction with their campaign (thus, inflating figures).
* This data is slightly out-of-date. We would have to be careful stretching this data to make predictions on the current year. Especially with the advent of the 2020 pandemic, trends can be assumed to be altered. Thus, a limitation would be the relevance of this dataset.
* This data set does not provide information about our backers. We cannot make assumptions on backer activity outside of what projects are the most funded. Yet, as mentioned in the first limitation, this data can easily be skewed and untrustworthy. It would be interesting to see data on a backer’s country, because then analysis could be done on how country affects a person’s likelihood to give funds.

**Other Possibilities**

* For further analysis, one could create a pivot table to see what category had the highest average backer amount.
* One could analyze the impact being a ‘staff\_pick’ has on success or failure for a campaign.
* It may be worth exploring the average amount of backers needed for success within a particular price range for a campaign (i.e. campaigns asking for $5,000 would need on average X amount of backers for a likelihood of success).

# Comments