

Data Analytics Boot Camp
University of Toronto
Excel-Challenge

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1. Introduction

Over the past decade, an increase in the popularity of crowdfunding has been observed. Crowdfunding is a way of funding a project by raising many small amounts of money from a large number of people, typically via the internet.

Kickstarter, launched in 2009, is one of the major crowdfunding platforms which has the mission of helping creative projects to get funded. These projects are listed into 15 categories including Art, Comics, Crafts, Dance, Design, Fashion, Film and Video, Food, Games, Journalism, Music, Photography, Publishing, Technology and Theater. In a Kickstarter campaign “Creators” are those behind the project and seeking funding. “Backers” are people who pledge money to the projects they believe in and “Pledges” are monetary contributions towards the projects.

Kickstarter works on the basis of a “All-or-Nothing” model which means if the project does not reach its funding goal, backers will not be charged any pledge towards a project. Also, in Kickstarter backers will only be rewarded in experience or creative products instead of equity.

The Starterbook excel file is a database of different Kickstarter campaigns (4000 projects) with different information about each campaign.

2. The StarterBook Database and the story it tells

2.1 Most successful categories in overall analysis (all countries, all years)

The analysis of the data in this database indicates that the theater, music and film and video categories have had the greatest number of Kickstarter campaigns and among all categories, music with 77%, theater with 60% and film and video with 58% success rate are the most successful categories. The categories journalism, food and publishing with respective success rates of 0%, 17% and 34% have had the least success rate.

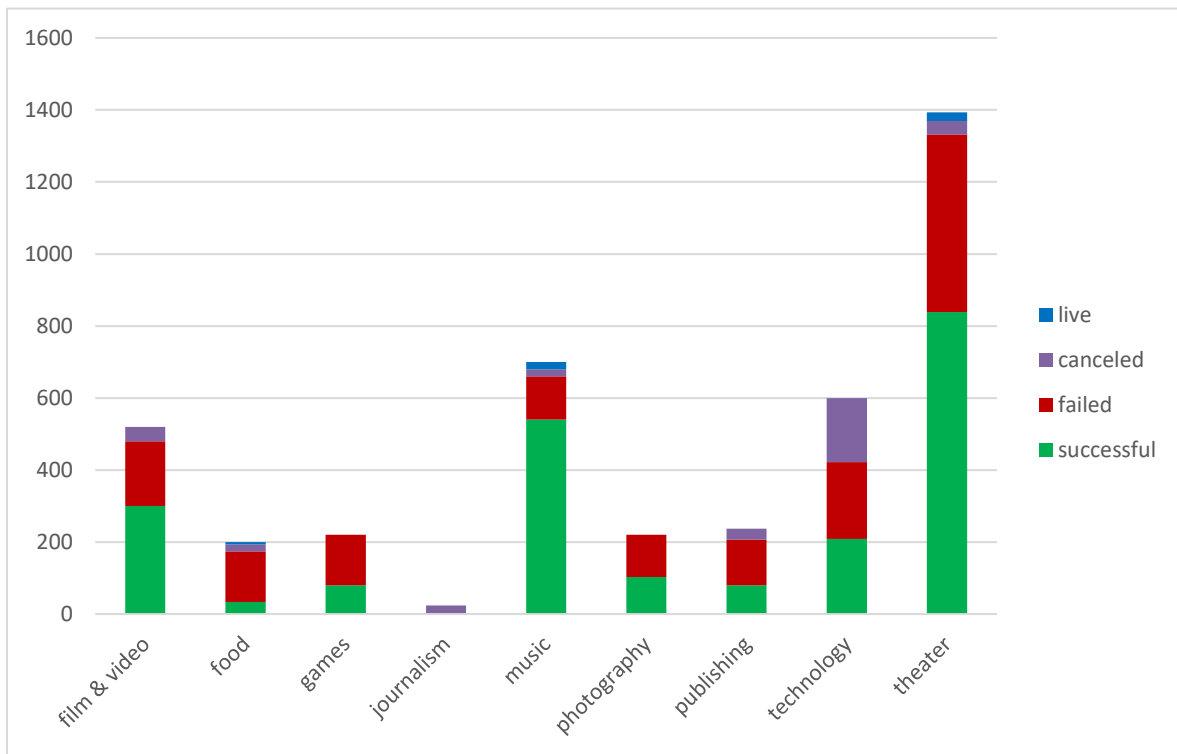


Fig. 1 The outcomes for different categories

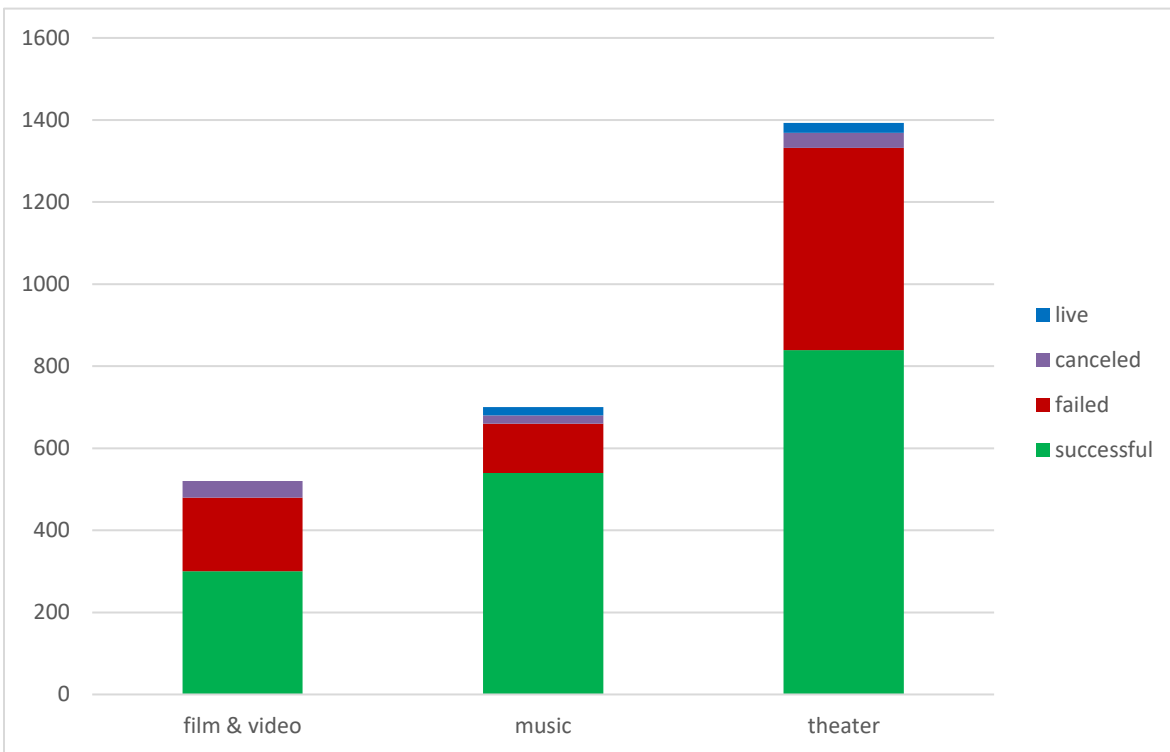


Fig. 2 The most successful campaigns overall

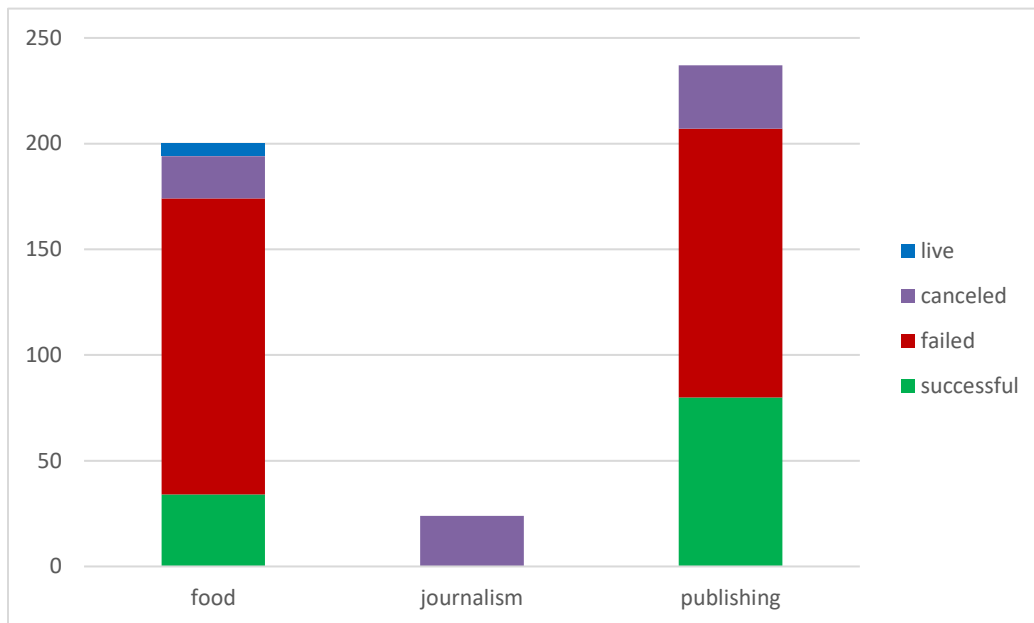


Fig. 3 The least successful campaigns overall

2.2 Most successful categories in Canada

In Canada the most successful categories are music (83%), theater (64%) and photography (46%). The least successful campaigns also are food (0%), technology (23%) and publishing (33%).

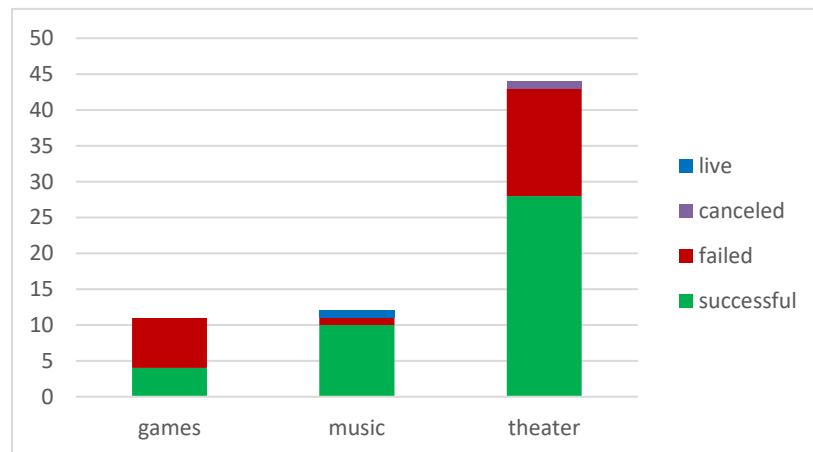


Fig. 4 The most successful campaigns in Canada

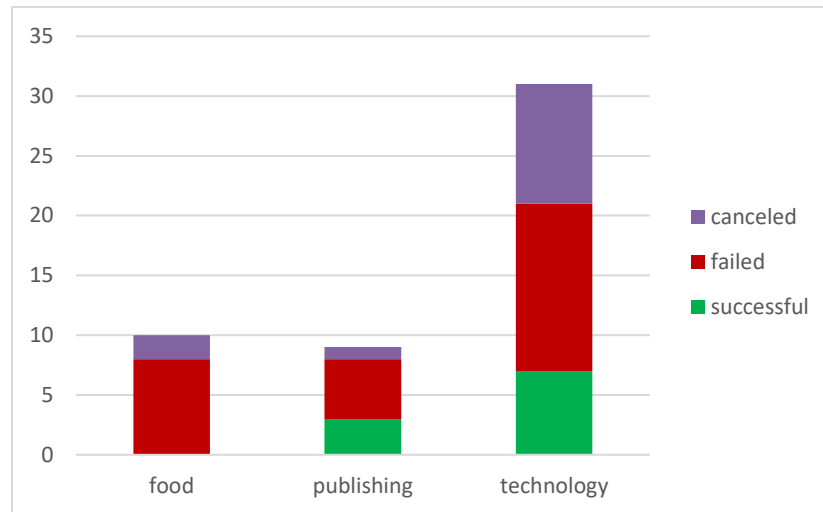


Fig. 5 The least successful campaigns in Canada

2.3 Most successful sub-categories in overall analysis

The greatest number of campaigns overall has been held for plays (over 1000 campaigns). Sub-categories such as classical music, documentary, electronic music, hardware, nonfiction, pop, radio and podcasts, rock, shorts, tabletop games and television have been the most successful with 100% success rate. Rock and documentary have had the greatest number of campaigns with 100% success rate. Many other sub-categories have not been successful such as animation, etc.

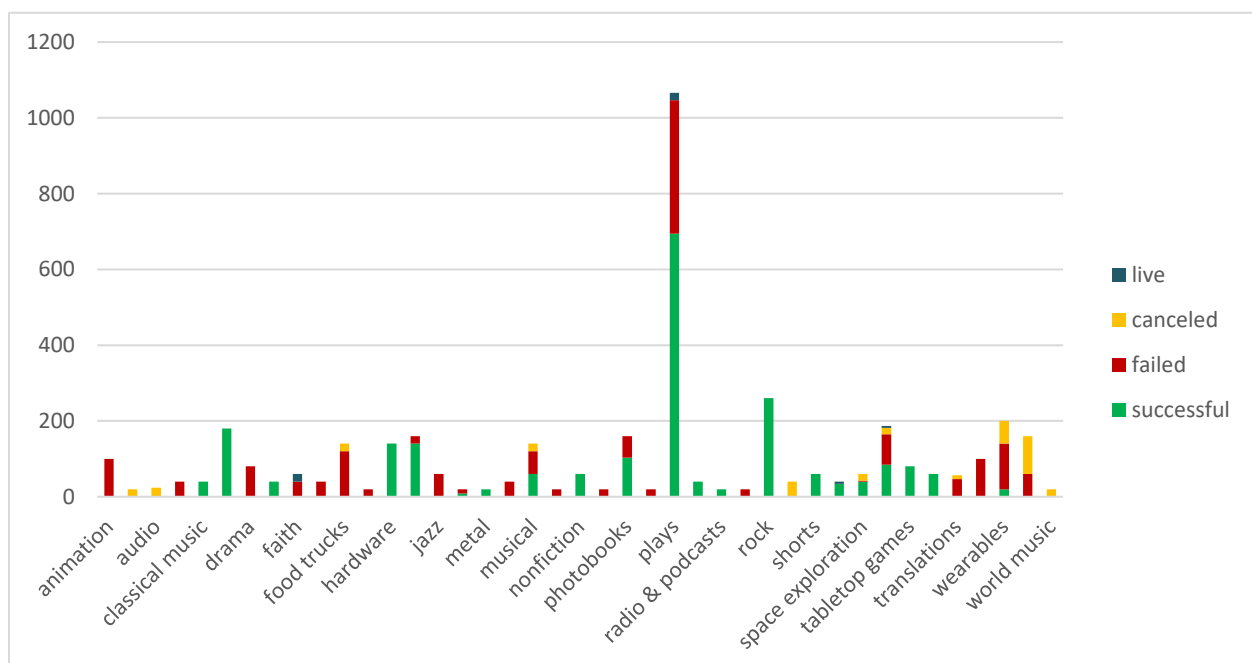


Fig. 6 The outcomes for subcategories

2.4 Most successful sub-categories in in Canada

In Canada also plays have had a greatest number of Kickstarter campaigns and they have been successful with 73% success rate. Sub-category web has had the second greatest number of Kickstarter campaigns however it is also one of the unsuccessful campaigns with 0% success rate alongside video games, translations, restaurants, etc (all with 0% success rate).

2.5 Analysing some most successful categories throughout years (overall)

The number of successful campaigns is more if they have started in the first half of the year in comparison to the second half of the year.

2.5.1 Music

Music is the most successful category among all Kickstarter campaigns in all countries. Here, a brief explanation of the outcome of the music Kickstarter campaigns has been provided by year.

The Kickstarter campaigns for music projects have started in 2009 with 6 campaigns, 5 of which have been successful and only 1 has failed. After this, year by year the number of campaigns has increased and most of the campaigns have been successful.

2.5.2 Theater

Theater, another successful category has had its first Kickstarter campaign in 2010 with only 1 campaign which has succeeded. Then in 2011, four campaigns have been held all of which have been successful. In 2012, all 5 Kickstarter campaigns held have succeeded as well. The number of campaigns which have all succeeded has increased to 11 in 2013. In 2014, out of 359 campaigns held 223 were successful. In 2015 the number of failed and canceled campaigns also has increased however most of the held campaigns have still been successful.

3. Conclusion(s)/Discussion

From the analysis we can conclude that categories theater, music, games and film & video are the most successful campaigns and publishing, journalism, food and technology have not been very successful.

Theater has had the greatest number of campaigns and journalism has had the smallest. In Canada, theater has been the most successful category and food has been the most unsuccessful category.

The success rate of the campaigns seems to be higher in started in the first half of the year in comparison to the second half. The campaigns are more successful if started in May and less successful if started in December.

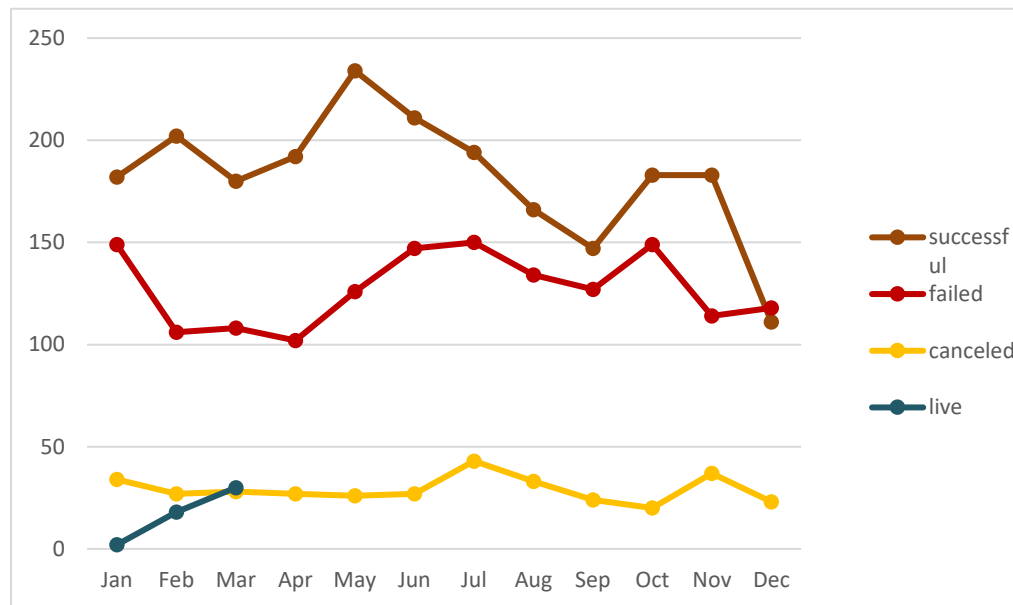


Fig. 5 The Comparison of the outcome on the basis of the start month

The successful categories theater and music have had an increasing number of campaigns and constant higher number successful outcomes during years.

The Kickstarter campaigns are a suitable way of funding projects in the categories like theater, music, videos and film, games and it is not a good way of funding projects in categories such as food, publishing and technology.

4. The limitations of the dataset and what else could we analyze

- 1- The database is a sample database for Kickstarter campaigns and all Kickstarter campaigns have not been included. More data about other campaigns would provide a better insight.
- 2- The information on the backers could be more complete. Has there been a minimum amount that each backer would contribute? Or each backer would contribute as much as they wanted. What kind of a reward system was in place for backers if the campaign succeeded?
- 3- The data is gathered from different countries and different currencies. Analysis of the database on the basis of the countries and the currency also could be beneficial as

different products may have different prices and production costs in different countries.

- 4- We could have evaluated the success of the campaigns on the basis of their duration. How the duration of campaign would impact its outcome?
- 5- Is there any correlation between the goal and the success of the campaign? This also could be analyzed.

5. Appendix/Appendices

Please find attached the excel sheet indicating the analysis.