David Hayes Martens

UCBEX Data Analytics Boot Camp

Kickstarter Excel

1. What are the conclusions we can make about Kickstarter Campaigns given the provided data?
   1. 53% of projects reached their funding goal on Kickstarter. While the chances that you succeed are higher than a distinct failure, your project may still be subject to cancellation. There are multiple instances of projects meeting their funding goals, but are still cancelled for various reasons.
   2. Theater is the most popular crowd-funding item on Kickstarter. Plays are the most successful sub-category on Kickstarter. However, plays also have the most failures on Kickstarter.
   3. Primary market for campaigns is the United States.
   4. The most popular month to start a campaign is July.
2. What are some of the limitations of this data set:
   1. We do not know if the products were delivered. As we know with Kickstarter, there have been several high profile projects that have failed to amount to a delivered product.
   2. No information on the demographics of the backers. One could assume that the backer’s interests are correlated with the campaign they are backing, but other than that, we have no information on backer demo.
   3. No information on how the campaigns themselves were marketed, and whether or not that influenced their success.
3. What are some other tables/graphs we could create?
   1. The most attainable funding goal on average. What levels of funding goals, within a range, produced the most funding successes. Is there a magic number for getting your project funded – or is it more about the product?
   2. The most popular types of projects based on number of donations
   3. Average time for reaching a funding goal, and the type of project that reaches its funding goal the fastest.