Kickstart Excel Assignment: Aaron Paul Lewis

Kickstart Crowdfunding Services

Crowdfunding is a trending method to raise money for individuals, charities and businesses. Persons may invest in or donate to projects that are of interest to them. In this assignment, a dataset from Kickstart was partially analyzed. The dataset included information about 4114 potential projects. The project categories included: theater, music, technology, film & video, publishing, games, photography, food and journalism.

Preliminary analysis of the data indicated an overall success rate of 53% (2185/4114) for all projects. Majority (about 34%) of the projects listed were in the area of theater. The most successful category was theater (20%), follow by music (13%), with the lowest being food, considering the entire journalism submissions were cancelled. Incidentally, theater reflected the highest approval rate of 38% within all successful projects.

The most successful sub-category is plays, with a percentage of about 17% relative to all sub-categories considered. There were many sub-categories where all submissions were successful, such as rock, documentary, hardware, tabletop games, just to name a few. These made up 23% of all projects. Further analysis will have to be done to understand the relative positions of these subcategories by normalization.

The highest number of backers occurred in May and the successful projects had the most backers. This helps to explain why successful projects were able to exceed their goals. Furthermore, 71% of projects whose goal was less than $1000 were successful, followed by 66% of those whose goal was between $1000 and $5000, least of all, only 19% of those whose goal was greater than $50,000 were successful.

When analyzing the number of backers: the successful group is associated an average count M=194 (SD=844), with median of 62, and the failed group is associated with an average

count M=18(SD=61), with a median of 4 backers. In each case the mean is more than three times the median. In both cases the median gives a better indication of the data. 50% of successful projects attract less than 62 backers, while 50% of failed projects attract less than 4 backers. Given that the mean and standard deviation are very different, the coefficient of variation (SDX100/M) is used when comparing dissimilar means. CV for the successful group is 434% and the CV for the failed group is 347%. Therefore, there is more variability with the successful campaigns than the failed campaigns.