# **Kickstarter Projects**

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Analysing the past 4,000 projects of the crowdfunding server, Kickstarter, using the standard pivot tables as outlined in the exercise, I make the following observations:

* The majority of projects launched were in the Theater Category (Pivot Table = 1. PT Category)
* Projects that fell into the Journalism category were least likely to be launched, and to date have all being cancelled. (Pivot Table = 1. PT Category)
* The majority of projects fell within the ‘Plays’ sub-category. (Pivot Table = 2. PT SubCategory)
* While significantly more theatre projects are launched than other categories, Theater also records the greatest number of Failed projects (see 1. PT Category)
* More projects are launched in the first half of the year than in the second, both overall and in each individual year. As the number of projects launched decreases as each year progresses into the second half, the rate of successful projects to cancelled or failed projects also decreases. (Pivot Table = 3. PT Cat\_Year)

Limitations of current data set:

The introduction to the dataset states that of the 300,000 projects that were launched, only one-third had made it through the funding process with a favourable outcome. In the dataset provided, over half of the projects were successful. Depending on how the data sample was drawn, the higher level of successful projects in this data sample could result incorrect conclusions.

The dataset does not indicate if there may exist a bias in advertising or screening as to why there is a particularly high representation of projects from the US in the Theater category.

The dataset only contains the first 3 months of 2017 data. It is difficult to determine if the downward trend of projects launched that is seen in 2016 is continuing into 2017.

Utilising the Year in the Category/Year Pivot Table, reveals that 2015 was the most prolific year for launching projects overall, and in each of the ‘states’(Canceled, Failed and Successful). Further data would be required to analysis:

* Does the reduction in projects launched continue into 2017
* what circumstances may have changed after 2015 to cause the decline in projects following that

Alternative Data Analysis Means

Potential further data analysis options that would assist in assessing project likely outcomes may include:

* Any correlation between:
  + The project country
  + Category
  + Size
  + And the outcome in terms of the average % funded and the state (successful, failed etc)
* A pivot table that compared average backer donations, either by category or by country (See 6. PT Ave Donation)
* A pivot table that compared percent funded. In this dataset. (See 7. PT %Funded)
* A pivot table that shows the ration of outcomes for categories (see 8. PT Outcome Comparison)

Bonus Homework: See 4. Bonus in worksheet

Bonus Statistical Analysis: See 5. Bonus Statistical Analysis in worksheet

* The median summarises the data more meaningfully
* There is a great variability with successful campaigns.
* Given the unique nature of each of the projects, you would not necessarily anticipate consistentcy in backers attracted to the project