Linda Pikulin

Data Science Boot Camp

Excel Homework: Kickstart my Chart

Over half of Kickstarter campaigns with a fundraising goal over $45,000 fail. Chance at success decreases as fundraising goals increase. Better than two-thirds of Kickstarter campaigns with fundraising targets under $5000 are successful.

Food trucks, video games, and animation campaigns are not successful. Theater, music, film and video Kickstarter campaigns are the most successful.

The data analyzed was a sample of 4000 out of 300000 campaigns. We do not know how the sample was drawn or if it was a representative sample. Additionally, I it would be useful to know the demographics of the investors, how the product was marketed, and whether or not the product experienced on-going success.

Other items I would be interested in are trends over time: were campaigns more or less successful when Kickstarter was novel? Did the increase in the number of Kickstarter campaigns make it more difficult to succeed? What is the average donation by category/sub-category?

BONUS

The median is a better summary of the data. The failed campaigns are skewed towards zero and both campaigns have long tails (large outliers).

|  |  |  |
| --- | --- | --- |
|  | Success | Failed |
| Mean | 194.4252 | 17.7098 |
| Median | 62 | 4 |
| Min | 1 | 0 |
| Max | 26457 | 1293 |
| Var | 713167.4 | 3775.689 |
| Std Dev | 844.4924 | 61.44664 |
| Q1 | 29 | 1 |
| Q3 | 141 | 12 |
| IQR | 112 | 11 |

There is more variability in the number of backers with successful campaigns. The variation is larger and the IQR is ten times the IQR of failed campaigns. I would expect successful campaigns to have a greater number of backers than unsuccessful campaigns. Because the number of backers needed to meet funding targets would vary based on the funding target, it make sense that there is a wide range of number of backers for successful campaigns across a range of target fundraising goals. More than half of the campaigns that failed had 4 or fewer backers.