

Project 1: Crowdfunding Analyzer

crowdfunding analyzer
Project 1:



KICKSTARTER





Crowdfunding statistics!

Some important key takeaways:

- **\$17.2 billion** is generated yearly through crowdfunding in North America.
- The crowdfunding market is projected to grow to **\$300 billion** by 2030.
- Those **aged 24-35** are likely to participate in crowdfunding campaigns
- An average crowdfunding campaign lasts **9 weeks**.
- Kickstarter has had **319,051 completed projects**—the most overall for any platform.
- Indiegogo projects have raised an **average of \$41,634** each—the highest average amount of any platform.



◆ Executive Summary



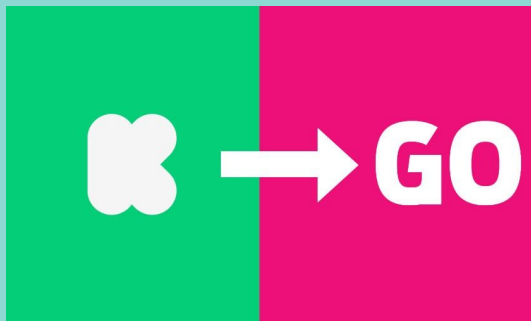
Project Summary and Concept


- This project attempts to help project creators understand where to market their project -- Kickstarter or Indiegogo?
- The purpose of this tool is to not only give project creators advice on platforms but produce some statistics that will support the advice.
- Motivation for use? - Crowdfunding offers significant investment opportunities, and individuals who are interested to start a project or are looking to invest, could use this tool to better uncover those opportunities.



Data Techniques

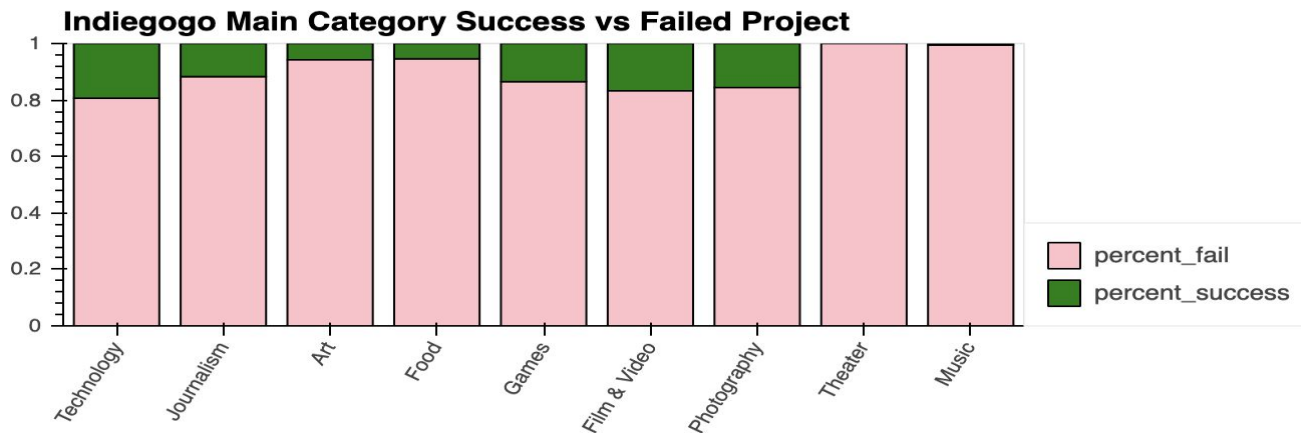
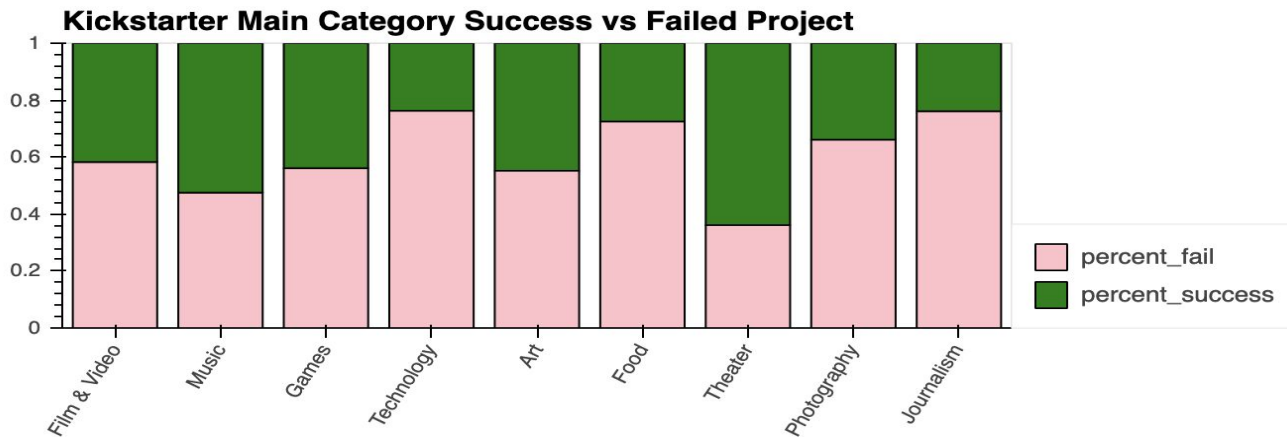
- Data source was from Kaggle
 - Kickstarter Dataset: Kaggle from Mickaël Mouillé-
<https://www.kaggle.com/kemical/kickstarter-projects>
 - Indiegogo Dataset: Kaggle from Quentin McTeer-
<https://www.kaggle.com/quentinmcteer/indiegogo-crowdfunding-data>
- This was used due to its extensive csv dataset.



The background is a solid teal color. In the top-left corner, there are three vertical bars of varying heights, each composed of three overlapping circles. In the bottom-right corner, there are four vertical bars of increasing height, each also composed of three overlapping circles.

❖ **Kickstarter and Indiegogo Project Analysis**

Percent Success vs Failed

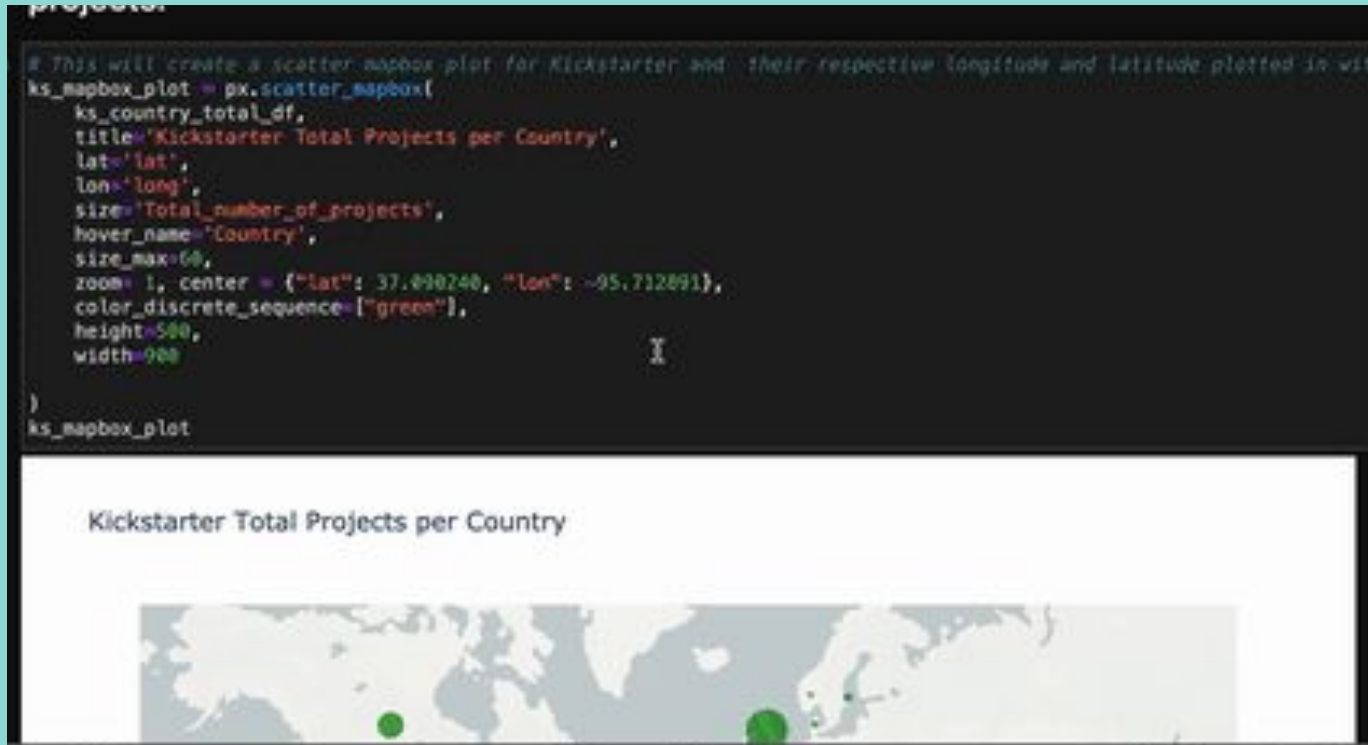


Kickstarter has more successful projects than Indiegogo.

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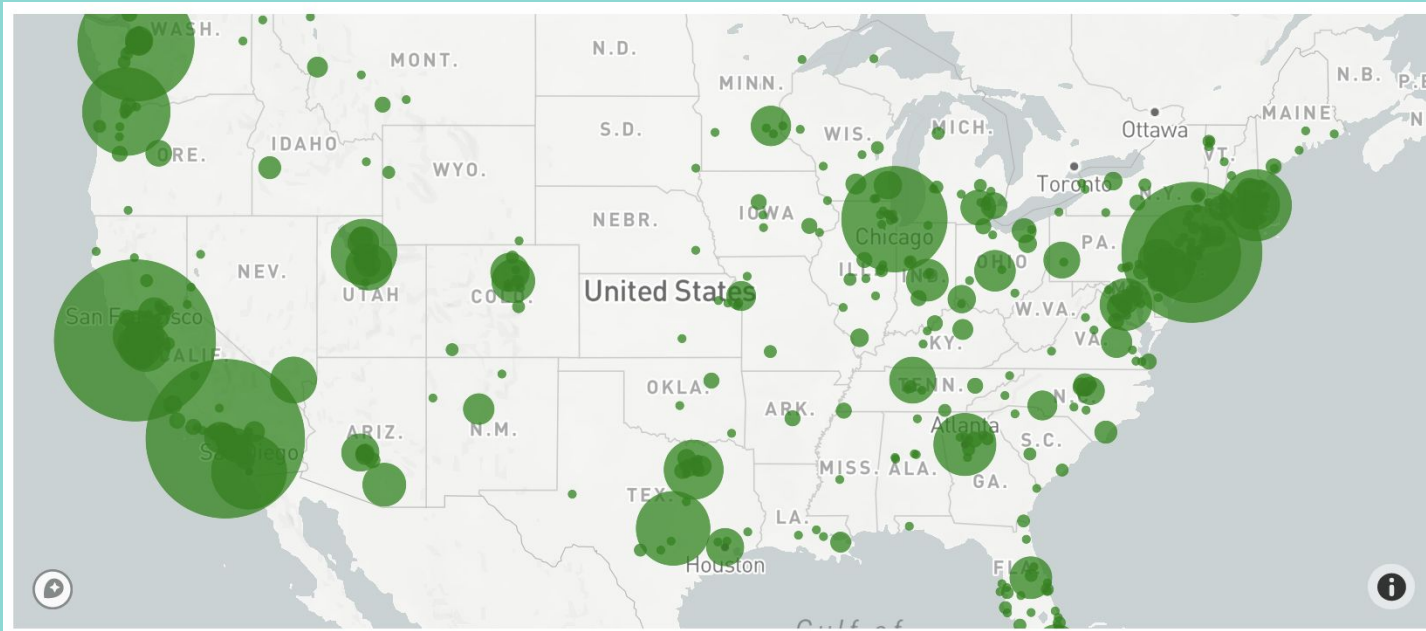
Countries Using Kickstarter and Indiegogo

Kickstarter and Indiegogo Projects around the World



United States still has the most created projects (for both platforms).

Kickstarter Projects in the US Only



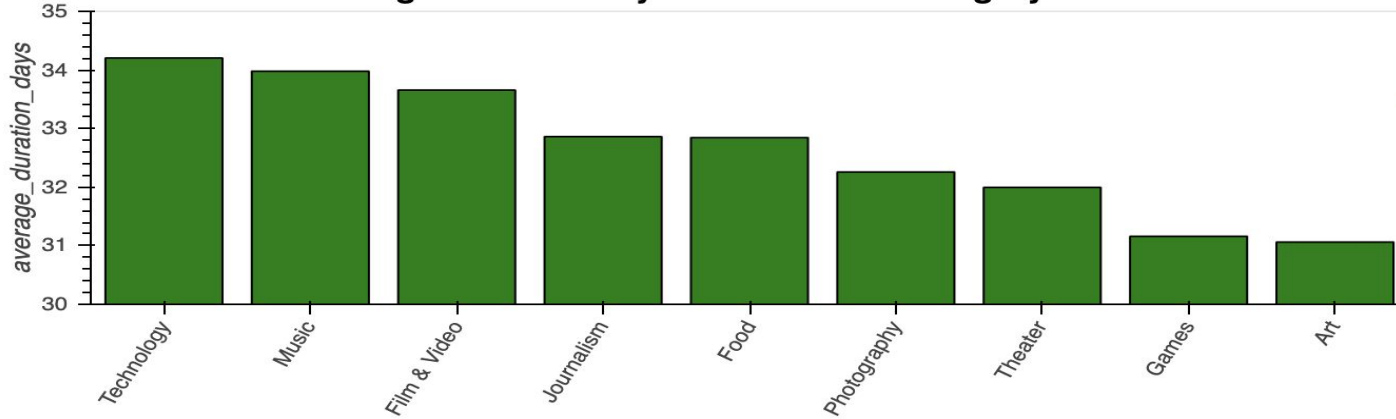
- Top 5 Cities:**
1. San Francisco, CA
 2. Los Angeles, CA
 3. New York, NY
 4. Seattle, WA
 5. Chicago, IL

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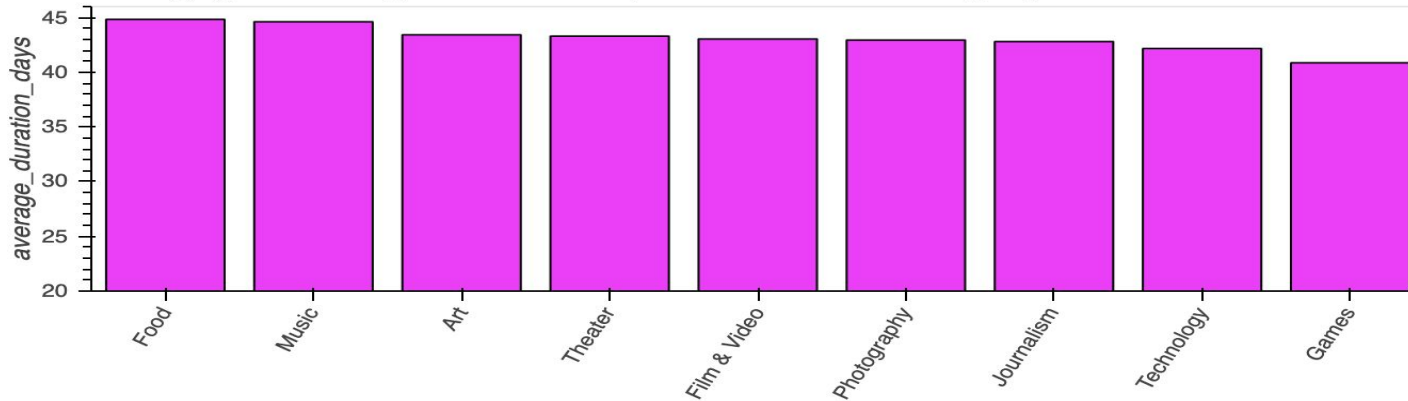
Duration per Kickstarter and Indiegogo

Duration per category - Kickstarter and Indiegogo

Kickstarter's Average Duration Days of Each Main Category

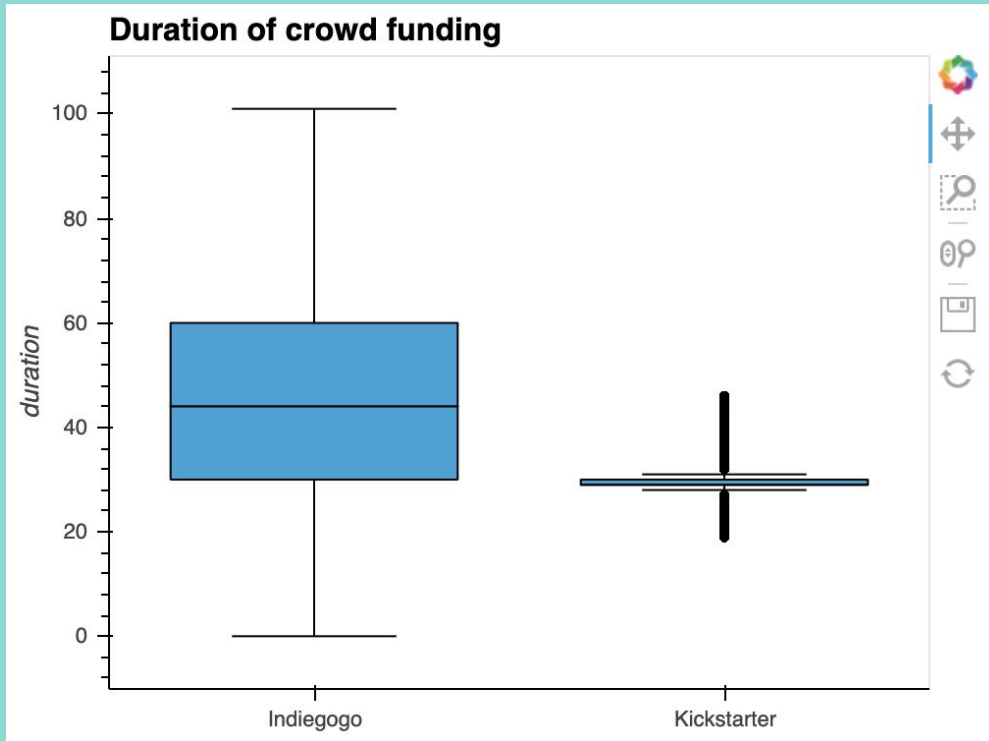


Indiegogo's Average Duration Days of Each Main Category




Kickstarter can vary depending on the category, but Indiegogo is more stable.

Duration Comparison: Indiegogo vs Kickstarter

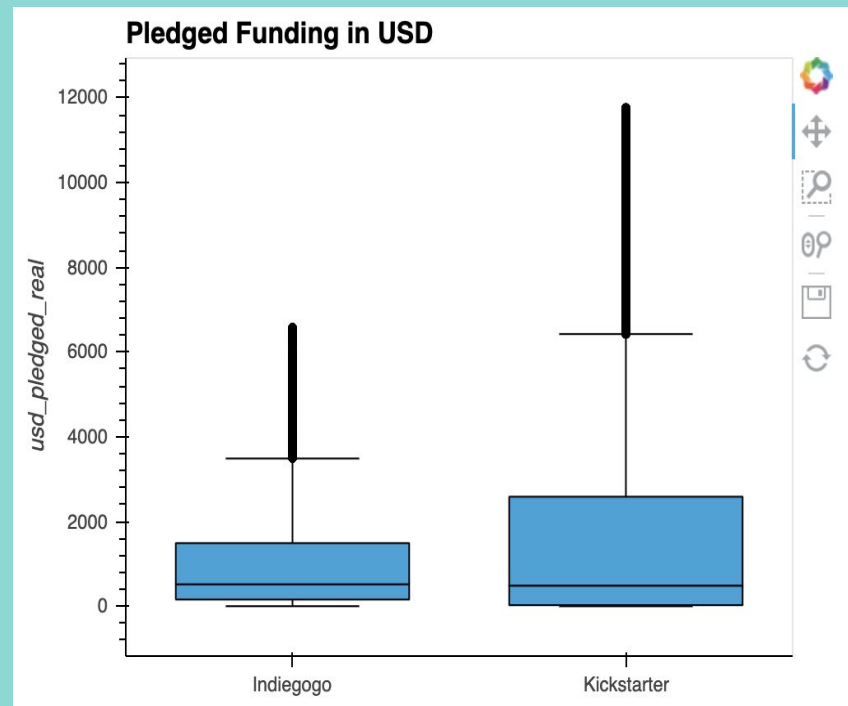
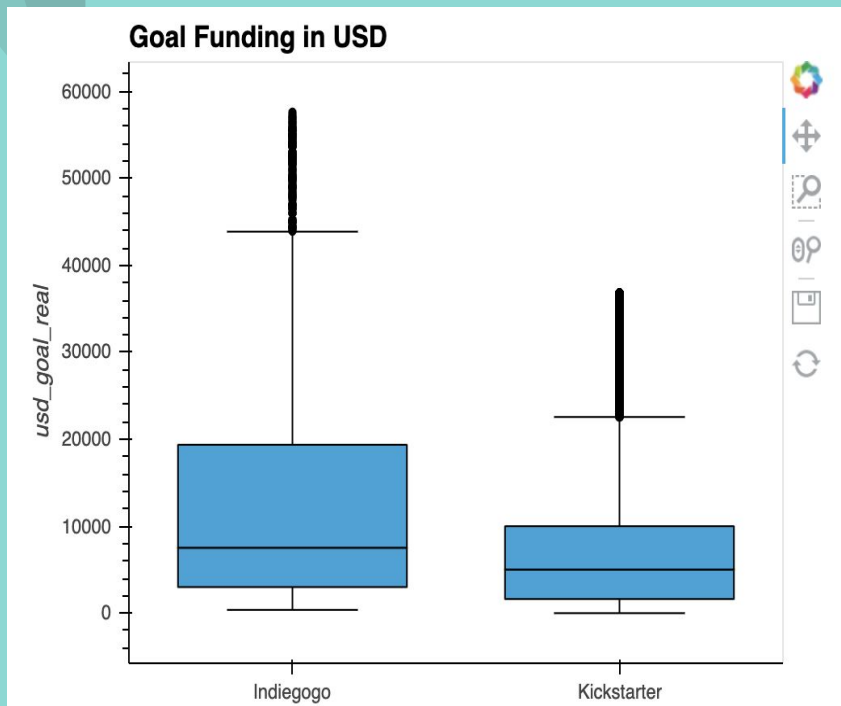


Kickstarter projects need shorter days to reach their fund goal unlike Indiegogo.



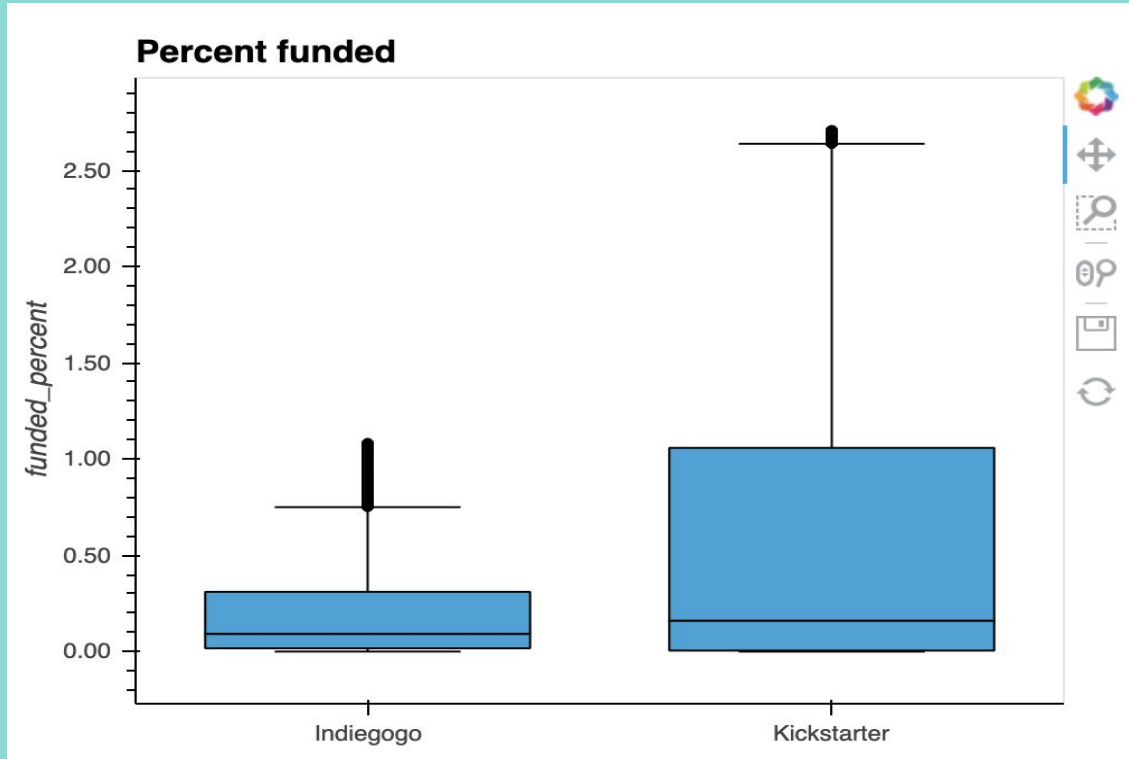
Fund Pledge vs Fund Goal for Kickstarter and Indiegogo

Funding Goals vs Pledges Received



- Indiegogo project creators ask for more funding
- Kickstarter project creators receive more funding and reaches their fund goal faster.

Percent funding reached

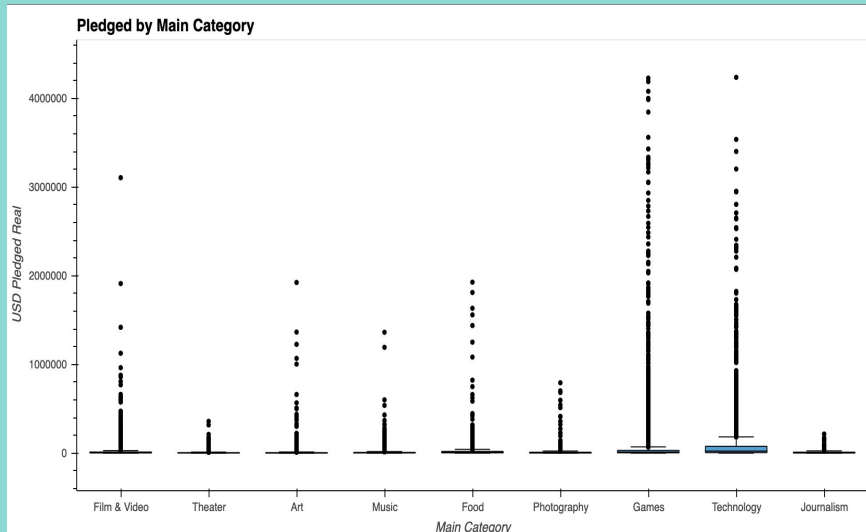


Kickstarter
receives a higher
percentage of
their goal
funding than
Indiegogo

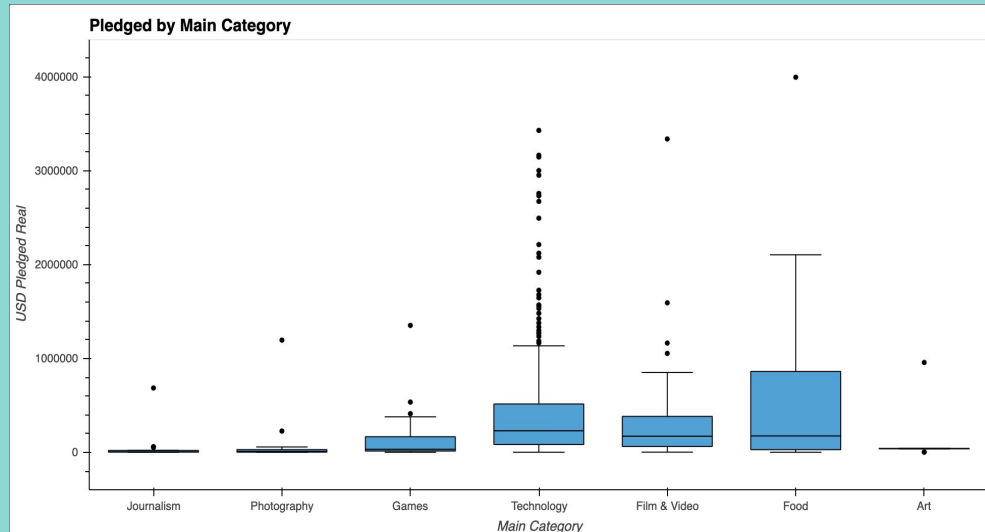


Pledged by Category with Success

Kickstarter



Indiegogo



- Some categories have a wider range of total money pledged.
- Indiegogo is more variable and Theater and Music had zero successful projects.



Conclusion

- Kickstarter has more successful projects than Indiegogo.
- Kickstarter projects need shorter days to reach their fund goal unlike Indiegogo.
- People on Kickstarter asks for less, are more realistic.



❖ Demo/Examples

To use Voila and Python questionnaire.



- 
- ❖ **Project Approach- Technology Used**
 - ❖ **Team Members**
 - ❖ **Successes/ Challenges**
 - ❖ **Lessons Learned**
- 

Technology Used



Mapbox API



Seaborn



Hvplot



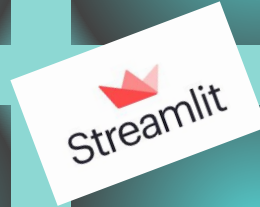
Wordcloud



Sqlalchemy



Questionary



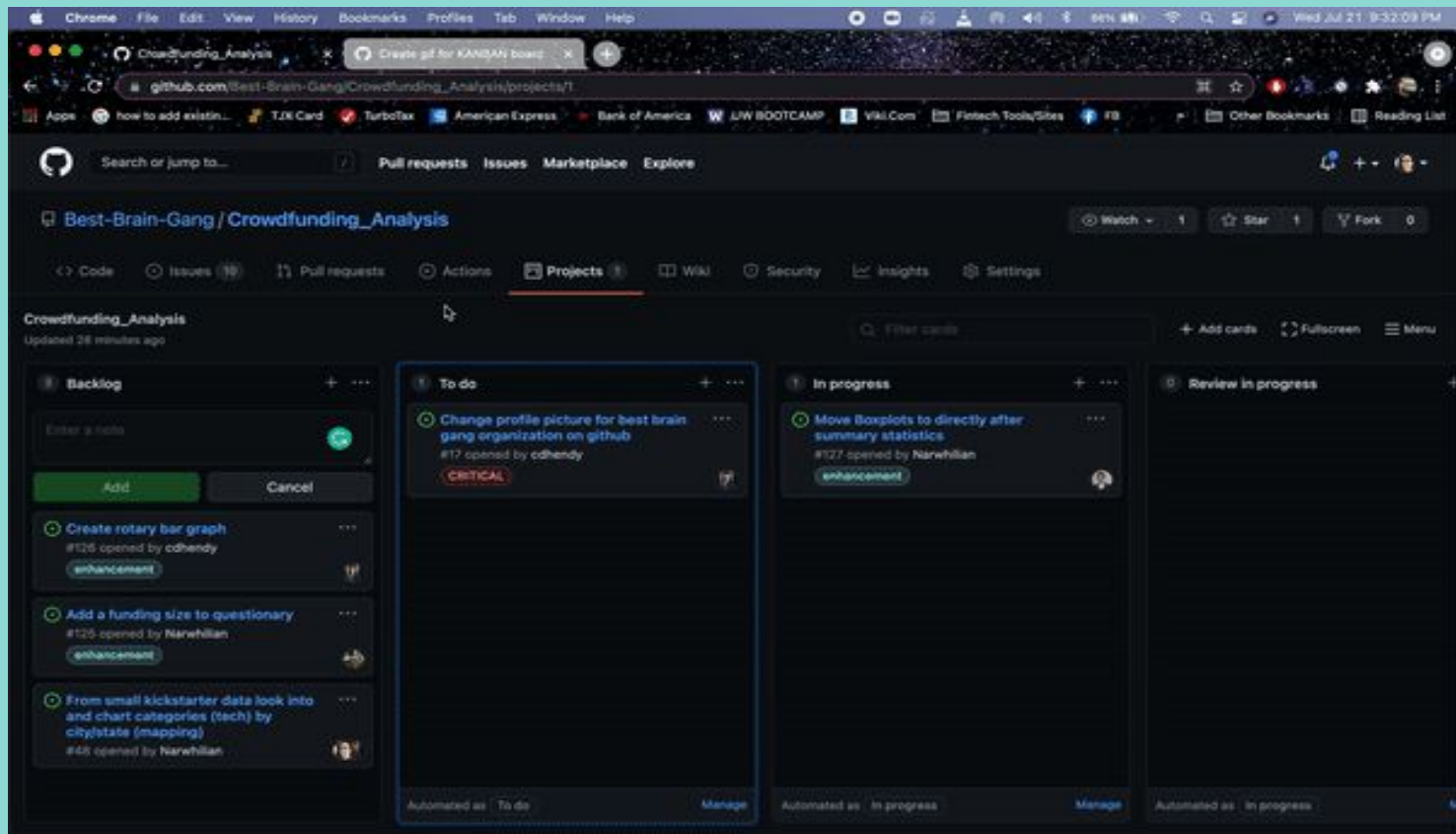
Streamlit



Voilà



GitHub Kanban- Task Tracker



The screenshot displays a GitHub repository named 'Best-Brain-Gang / Crowdfunding_Analysis' with a Kanban board. The board is organized into four columns: Backlog, To do, In progress, and Review in progress. The 'To do' column is highlighted with a blue border and contains a task labeled 'Change profile picture for best brain gang organization on github' with a 'CRITICAL' tag. The 'In progress' column contains a task labeled 'Move Boxplots to directly after summary statistics' with an 'enhancement' tag. The 'Backlog' column lists several other tasks, including 'Create rotary bar graph', 'Add a funding size to questionnaire', and 'From small kickstarter data look into and chart categories (tech) by city/state (mapping)'. The interface includes a search bar, navigation tabs for Code, Issues, Pull requests, Actions, Projects, Wiki, Security, Insights, and Settings, and a top bar with Watch, Star, and Fork buttons.

Chrome File Edit View History Bookmarks Profiles Tab Window Help

github.com/Best-Brain-Gang/Crowdfunding_Analysis/projects/1

Search or jump to... Pull requests Issues Marketplace Explore

Best-Brain-Gang / Crowdfunding_Analysis

Watch 1 Star 1 Fork 0

Code Issues 19 Pull requests Actions Projects Wiki Security Insights Settings

Crowdfunding_Analysis Updated 28 minutes ago

Filter cards + Add cards Fullscreen Menu

Backlog

- Create a note
- Create rotary bar graph #126 opened by cdhendy enhancement
- Add a funding size to questionnaire #125 opened by Narwhilian enhancement
- From small kickstarter data look into and chart categories (tech) by city/state (mapping) #45 opened by Narwhilian

To do

- Change profile picture for best brain gang organization on github #17 opened by cdhendy CRITICAL

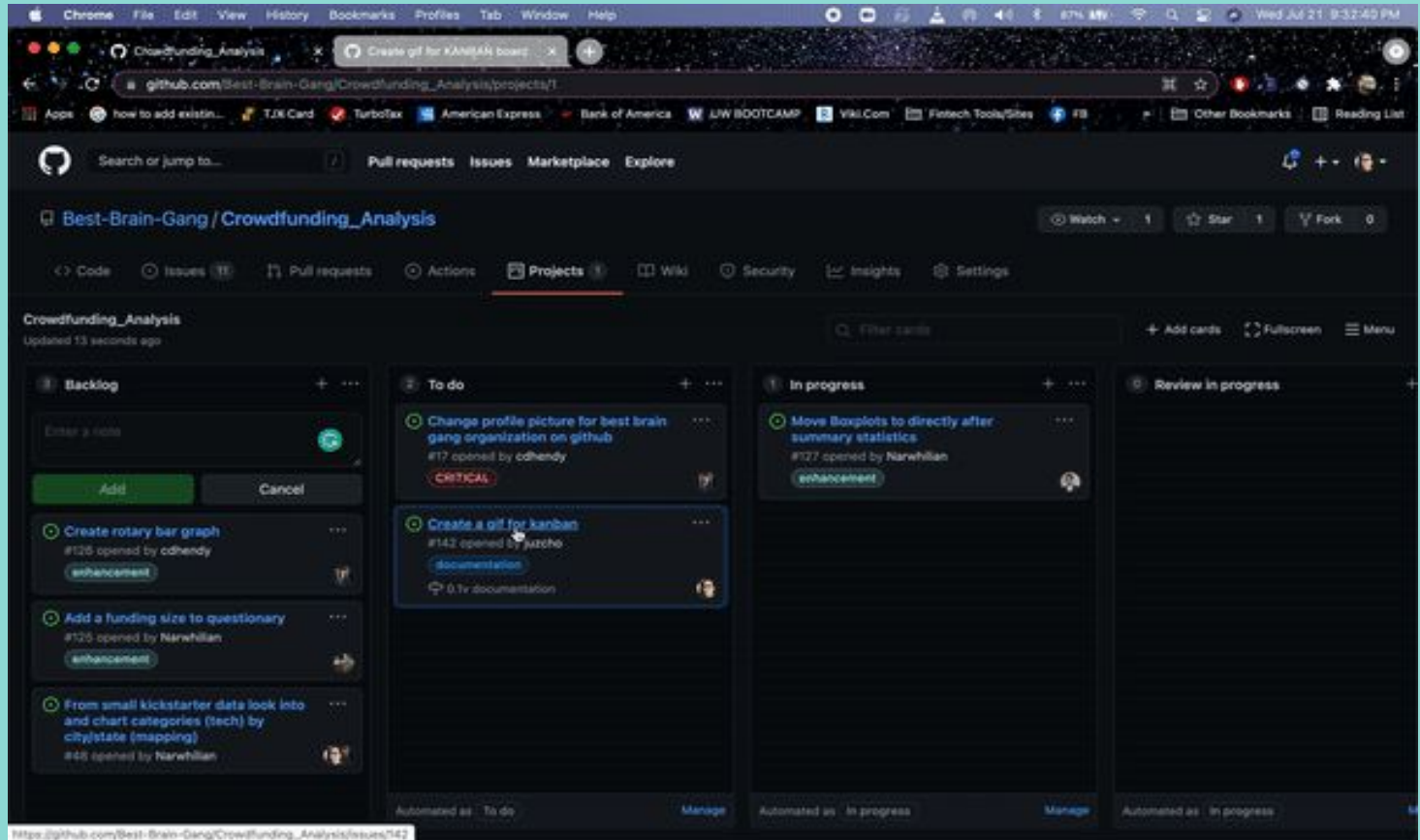
In progress

- Move Boxplots to directly after summary statistics #127 opened by Narwhilian enhancement

Review in progress

Automated as To do Manage Automated as In progress Manage Automated as In progress Manage

GitHub Kanban- Task Tracker (cont.)



The screenshot shows a web browser window displaying the GitHub Kanban board for the repository 'Best-Brain-Gang / Crowdfunding_Analysis'. The browser's address bar shows the URL 'github.com/Best-Brain-Gang/Crowdfunding_Analysis/projects/1'. The GitHub interface includes a search bar, navigation links for Pull requests, Issues, Marketplace, and Explore, and repository statistics (Watch: 1, Star: 1, Fork: 0). The Kanban board is titled 'Crowdfunding_Analysis' and was updated 13 seconds ago. It features four columns: 'Backlog', 'To do', 'In progress', and 'Review in progress'. The 'Backlog' column contains three tasks: 'Create rotary bar graph' (opened by cdhendy), 'Add a funding size to questionnaire' (opened by Narwhilian), and 'From small kickstarter data look into and chart categories (tech) by city/state (mapping)' (opened by Narwhilian). The 'To do' column contains two tasks: 'Change profile picture for best brain gang organization on github' (opened by cdhendy, marked CRITICAL) and 'Create a gif for kanban' (opened by jaycho, marked documentation). The 'In progress' column contains one task: 'Move Boxplots to directly after summary statistics' (opened by Narwhilian, marked enhancement). The 'Review in progress' column is currently empty. Each task card includes a title, a description, a status label, and a 'Manage' button. A URL bar at the bottom shows 'https://github.com/Best-Brain-Gang/Crowdfunding_Analysis/issues/142'.

Chrome File Edit View History Bookmarks Profiles Tab Window Help

github.com/Best-Brain-Gang/Crowdfunding_Analysis/projects/1

Search or jump to... Pull requests Issues Marketplace Explore

Best-Brain-Gang / Crowdfunding_Analysis Watch 1 Star 1 Fork 0

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

Crowdfunding_Analysis Updated 13 seconds ago

Filter cards + Add cards Fullscreen Menu

Backlog

- Create rotary bar graph #126 opened by cdhendy enhancement
- Add a funding size to questionnaire #125 opened by Narwhilian enhancement
- From small kickstarter data look into and chart categories (tech) by city/state (mapping) #45 opened by Narwhilian

To do

- Change profile picture for best brain gang organization on github #17 opened by cdhendy CRITICAL
- Create a gif for kanban #142 opened by jaycho documentation 0.1v documentation

In progress

- Move Boxplots to directly after summary statistics #127 opened by Narwhilian enhancement

Review in progress

Automated as: To do Manage Automated as: In progress Manage Automated as: In progress Manage

https://github.com/Best-Brain-Gang/Crowdfunding_Analysis/issues/142

Team Members and Their Tasks

01	Colin Benjamin <u>in/colinbenjamin</u>	<ul style="list-style-type: none">• Summary statistics for both Kickstarter and Indiegogo• Create a plotnine based on summary statistics
02	Justine Cho <u>in/justinecho</u>	<ul style="list-style-type: none">• Create dataframe for Kickstarter and Indiegogo to prep for analysis• Hvplot and scatter mapbox plot• Wordcloud
03	Christopher Henderson <u>in/chris-henderson123/</u>	<ul style="list-style-type: none">• Help design concept and user story• Further drill-down of analysis• Rotary bar plot
04	Nathan Patterson <u>in/natepatterson/</u>	<ul style="list-style-type: none">• Data clean up of the csv files• Create a Questionary• Create a Streamlit dashboard

Successes

- Managed to clean up the csv files for both Kickstarter and Indiegogo.
- Managed to easily get dataframe with SQL
- Found at least two new python library packages
- Proper use of Github and task tracker.

Challenges

- Managed to clean up the csv files for both Kickstarter and Indiegogo.
- Managed to easily get the dataframes with SQL query
- Found at least two new python library packages
- Proper use of project management and Github

Lessons Learned

- Kanban task tracker
- GitHub as a Project Management tool
- Cleaning csv data
- New python library packages-- Wordcloud, Plotnine and Streamlit

Next Steps

- Additional topics to research:
 - Additional crowdfunding platforms
 - Additional scraped CSV files
 - Crowdfunding categories over year
- Plan for future development:
 - Build out additional features on Questionary
 - Build out a better dashboard with Voila or Streamlit



Links

- GitHub Repo:
https://github.com/Best-Brain-Gang/Crowdfunding_Analysis.git
- Crowdfunding Statistics:
<https://www.fundera.com/resources/crowdfunding-statistics>



**THANK YOU FROM YOUR
BEST BRAIN GANG!**

ANY QUESTIONS?