Project 1:
Crowdfunding Analyzer

KICKSTARTER

INDIEGOGO

Classical Music
Games Art
Technology
Documentary Food
Indie Rock
Food
Documentary Shorts
World Music
Art Tabletop
Software
Experimental
Conceptual Art
Shorts Documentary
Restaurants
Hardware
Music Food
Musical
Art Documentary
Tabletop Games
Illustration
Electronic Music
Mixed Media
Television
Plays
Games Video
People
Music Pop
Photobooks
Rock Documentary
Journalism
Animation
Webseries
Video Games
Art Food
Narrative Film
Country Folk
Faith
Games Music
Public Art
Painting
Art Shorts
Drinks
Farms
Games Film
Shorts Shorts
Festivals
Drama
Action
Gadgets
Live Games
Games Technology
Food Trucks
Hip Hop
Games Apps
Wearables
Games Documentary
Games Food
Games Tabletop
Music Shorts
Small Batch
Mobile Games
DIY Electronics
Jazz
Comedy
Video Music
Music Documentary
Sculpture
Performance Art
Horror
Film Video
Digital Art
Playing Cards
Documentary Documentary
Writing Publishing
Podcasts Blogs
Gear Human
Fitness Health
Rights Human
Green Tech
Phones Accessories
Video Games
Series TV
Accessories Dance
Blogs Vlogs
Food Beverages
Comics
Games Art
Culture
Publishing Art
Art Dance
Publishing Dance
Games Video
Health Fitness
Productivity
Tabletop Games
Photography
Energy Green
Wearables Phones Photography Human
Games Writing
Fitness Phones
Accessories Phones
Rights Photography Phones
Publishing Video
Dance Theater
Web Series
Art Phones
TV Shows
Fashion Wearables
Art
Wellness
Music
Human Rights
Audio
Film
Transportation
Camera Gear
Wearables Fashion
Transportation Human
Theater Video
Games Music
Photography Photography

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

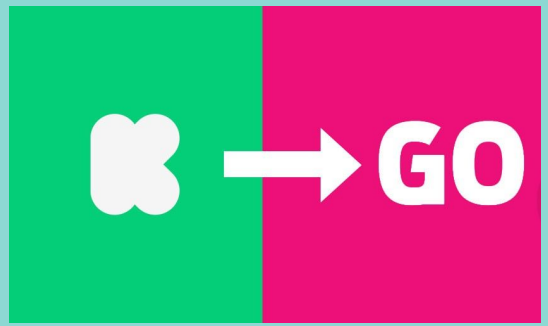
- This project attempts to help project creators understand where to market their project -- Kickstarter or Indiegogo?

- 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.

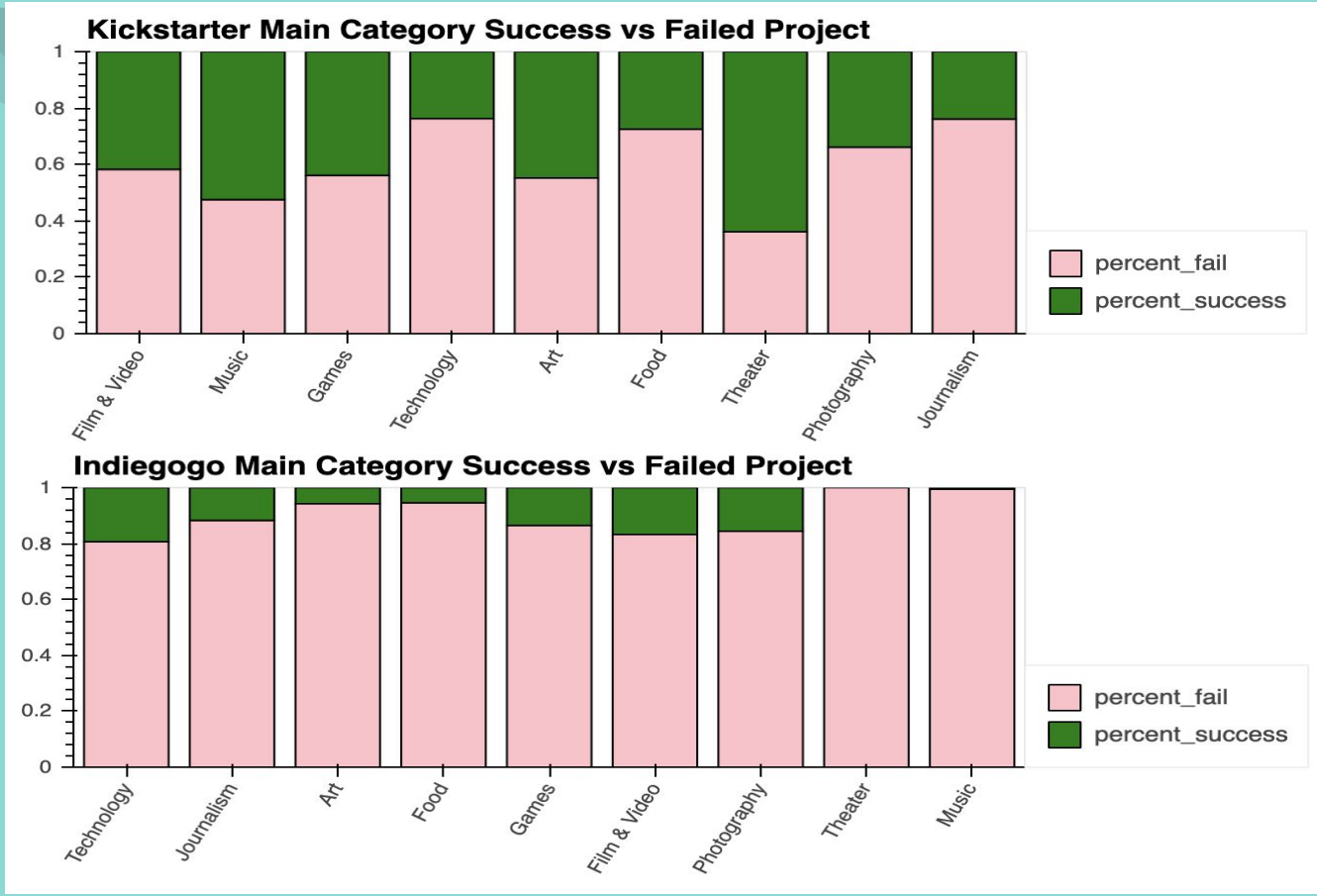
Data Techniques

- 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.



Kickstarter and Indiegogo Project Analysis

Percent Success vs Failed



Kickstarter has more successful projects than Indiegogo.

Countries Using Kickstarter and Indiegogo

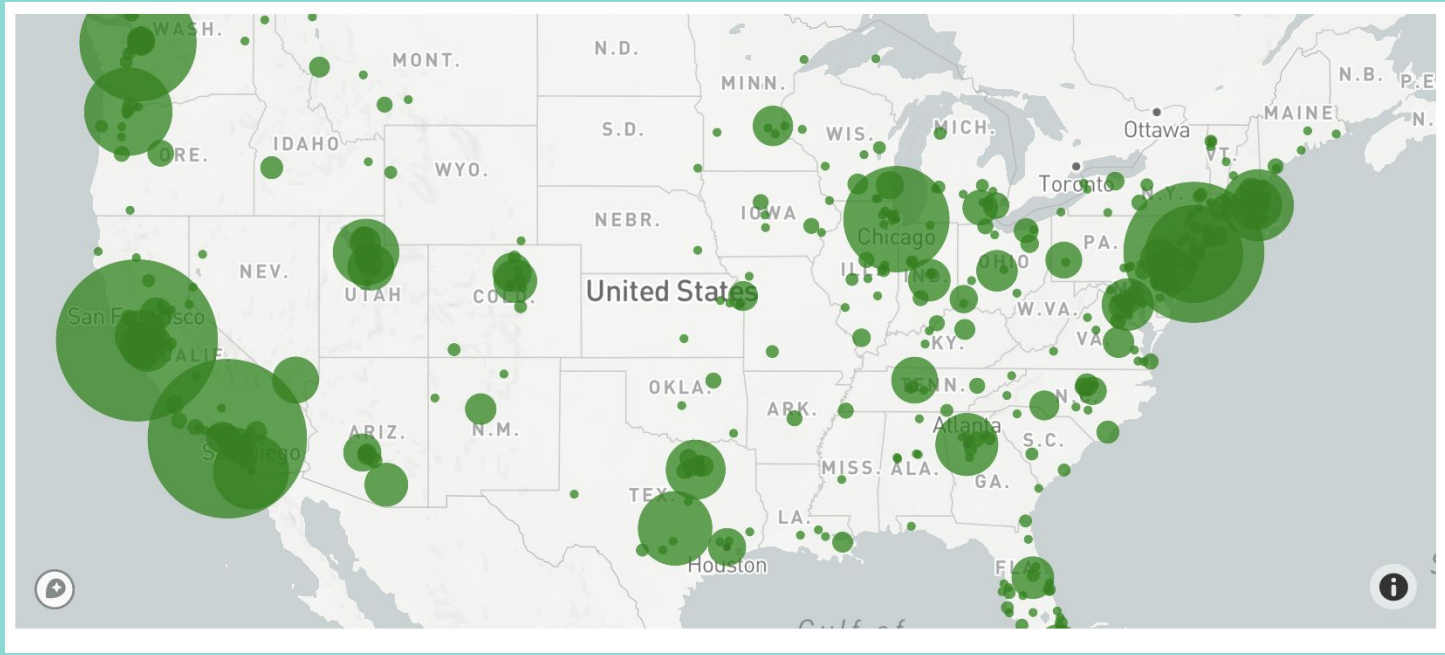
Kickstarter and Indiegogo Projects around the World

```
# This will create a scatter mapbox plot for Kickstarter and  their respective longitude and latitude plotted in wi
ks_mapbox_plot = px.scatter_mapbox(
    ks_country_total_df,
    title='Kickstarter Total Projects per Country',
    lat='lat',
    lon='long',
    size='Total_number_of_projects',
    hover_name='Country',
    size_max=60,
    zoom= 1, center = {"lat": 37.090240, "lon": -95.712891},
    color_discrete_sequence=["green"],
    height=500,
    width=900

)
ks_mapbox_plot
```

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

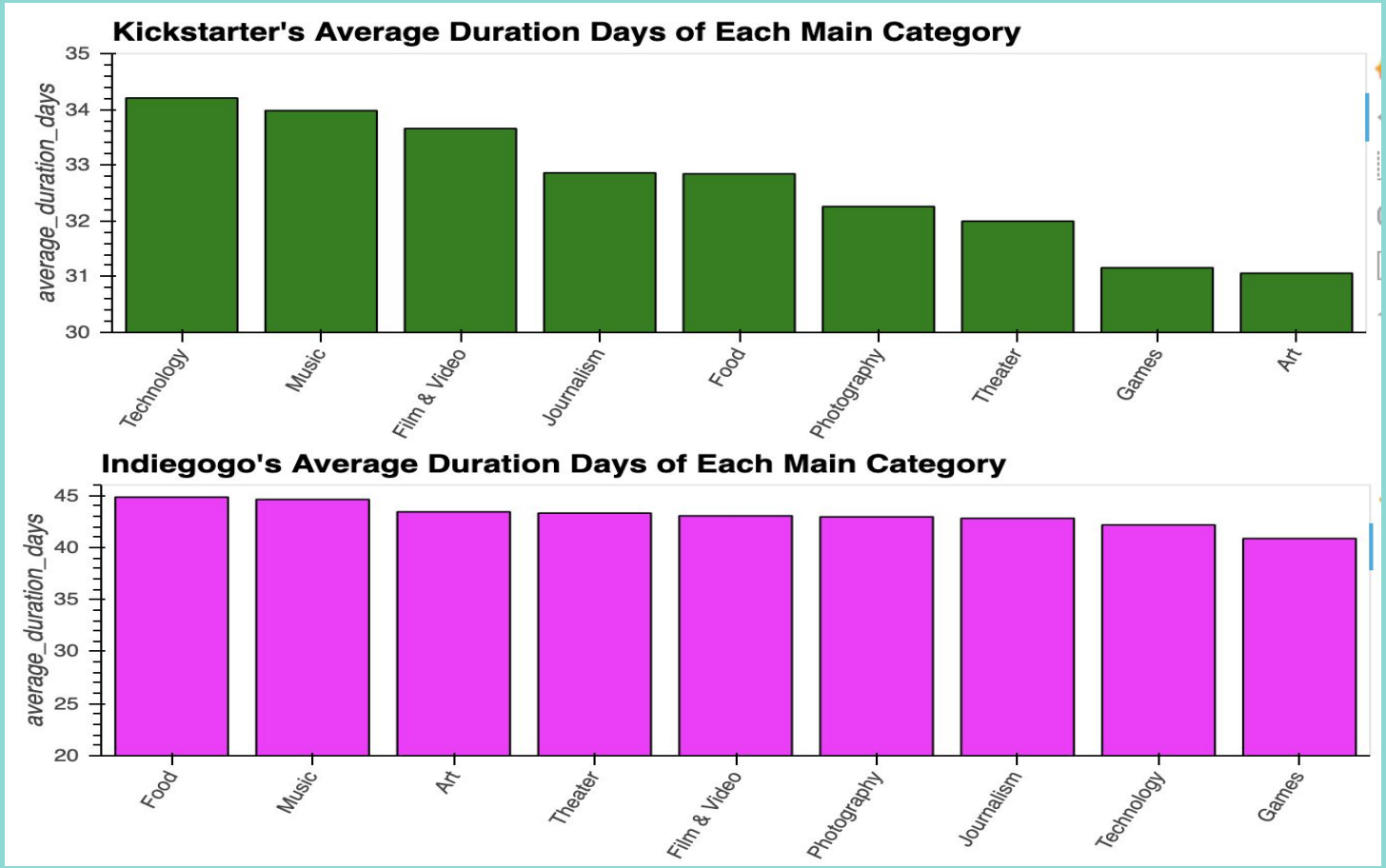
Kickstarter Projects in the US Only



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

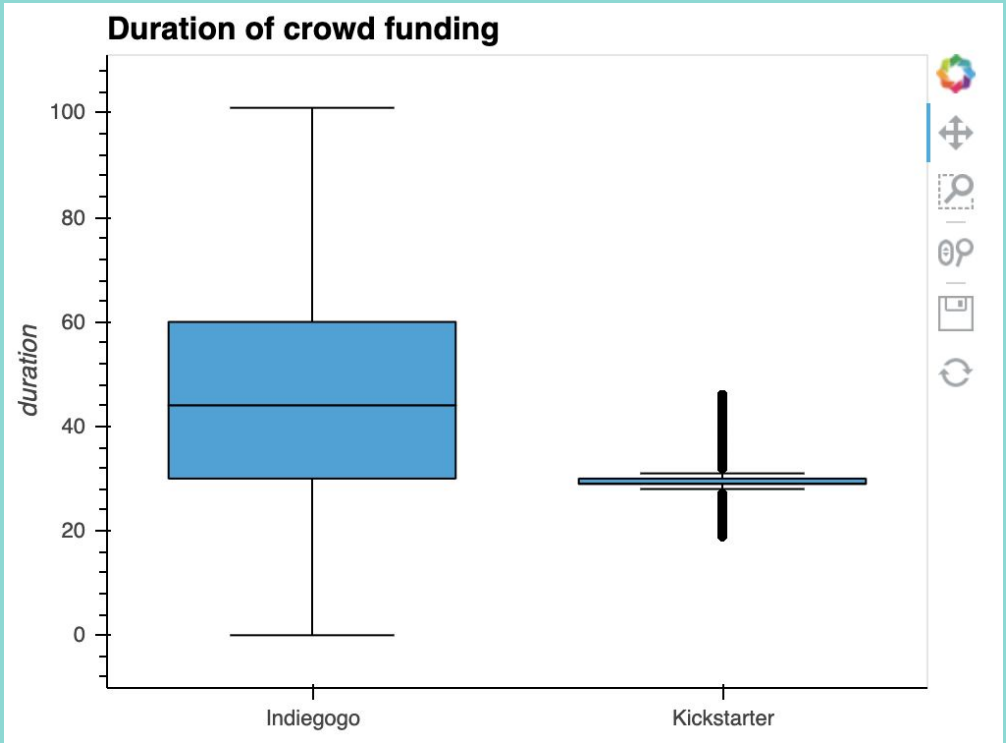
Duration per Kickstarter and Indiegogo

Duration per category - Kickstarter and Indiegogo



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

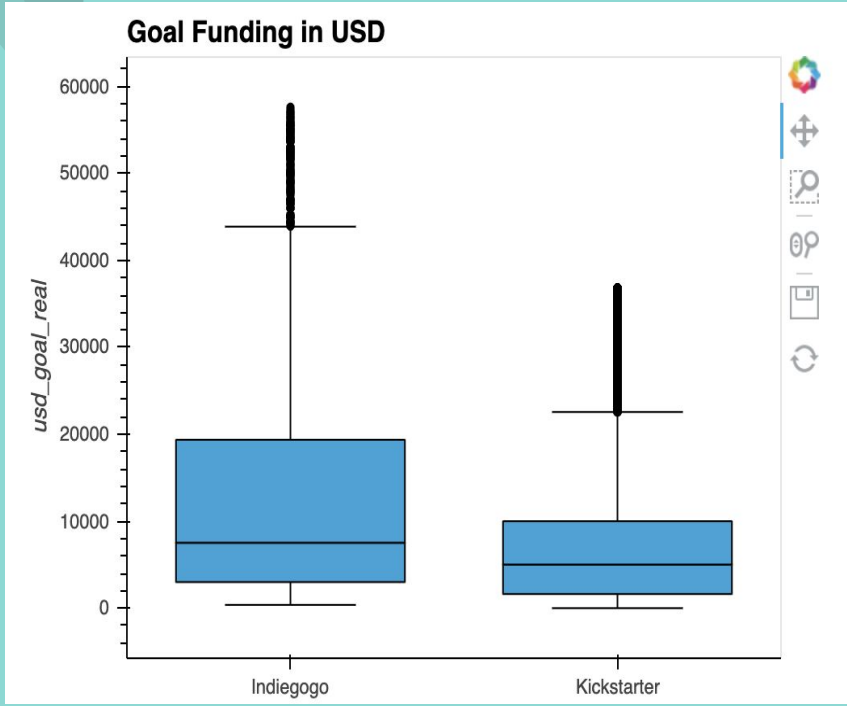
Duration Comparison: Indiegogo vs Kickstarter

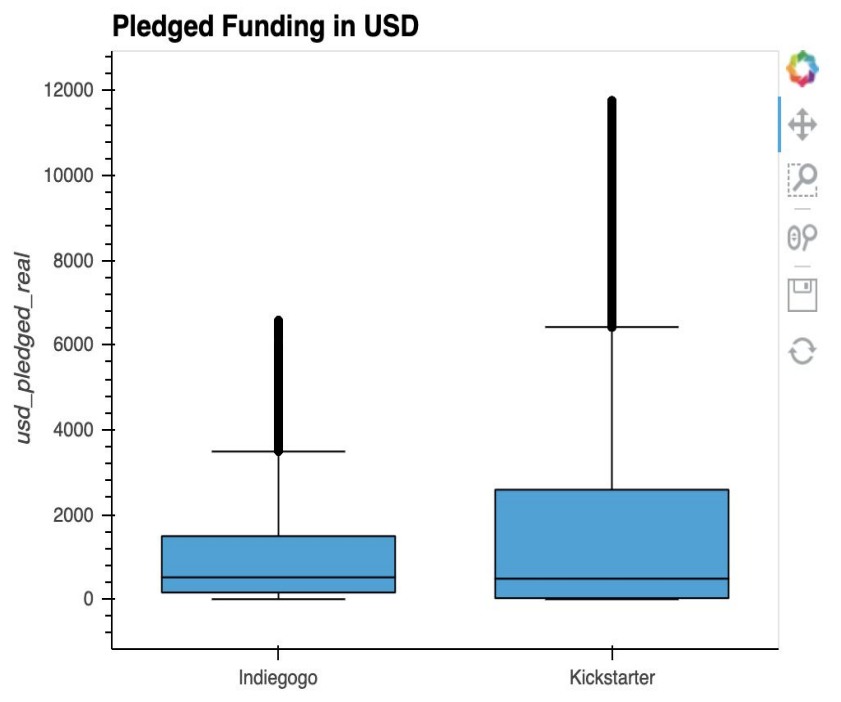


Kickstarter projects need shorter days to reach their fund goal unlike Indiegogo.

Fund Pledge vs Fund Goal for Kickstarter and Indiegogo

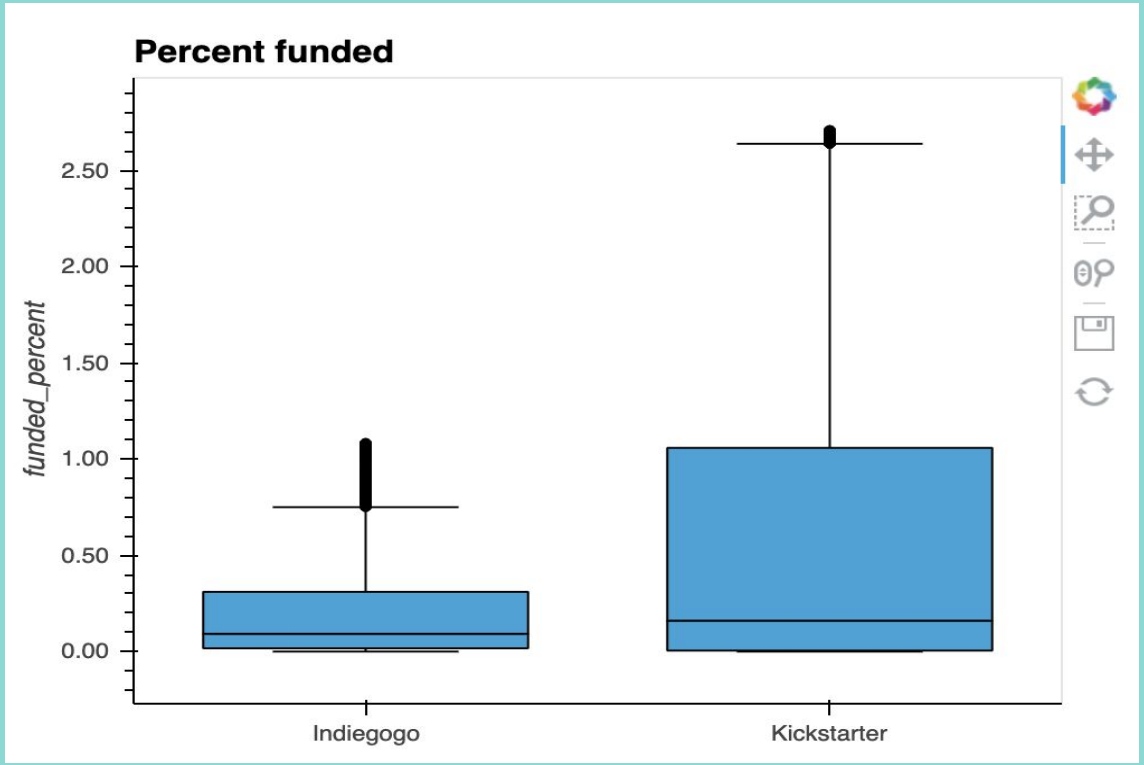
Funding Goals vs Pledges Received





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

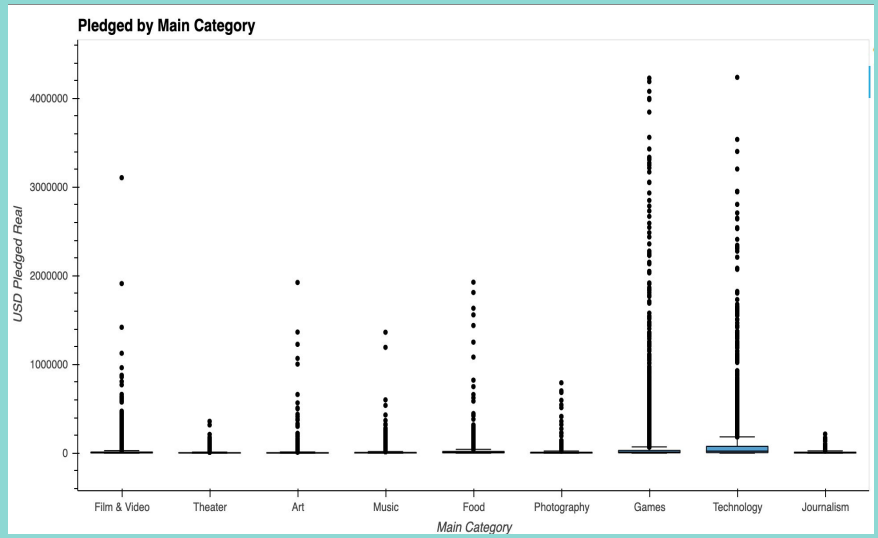
Percent funding reached



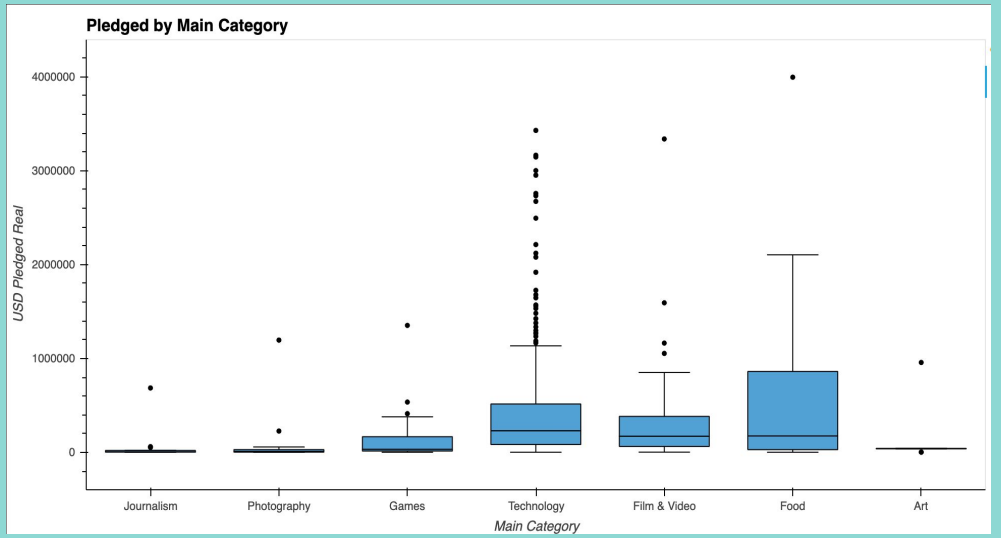
Kickstarter receives a higher percentage of their goal funding than Indiegogo

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 questionary.

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

Technology Used

Mapbox API

Seaborn

Hvplot

Wordcloud

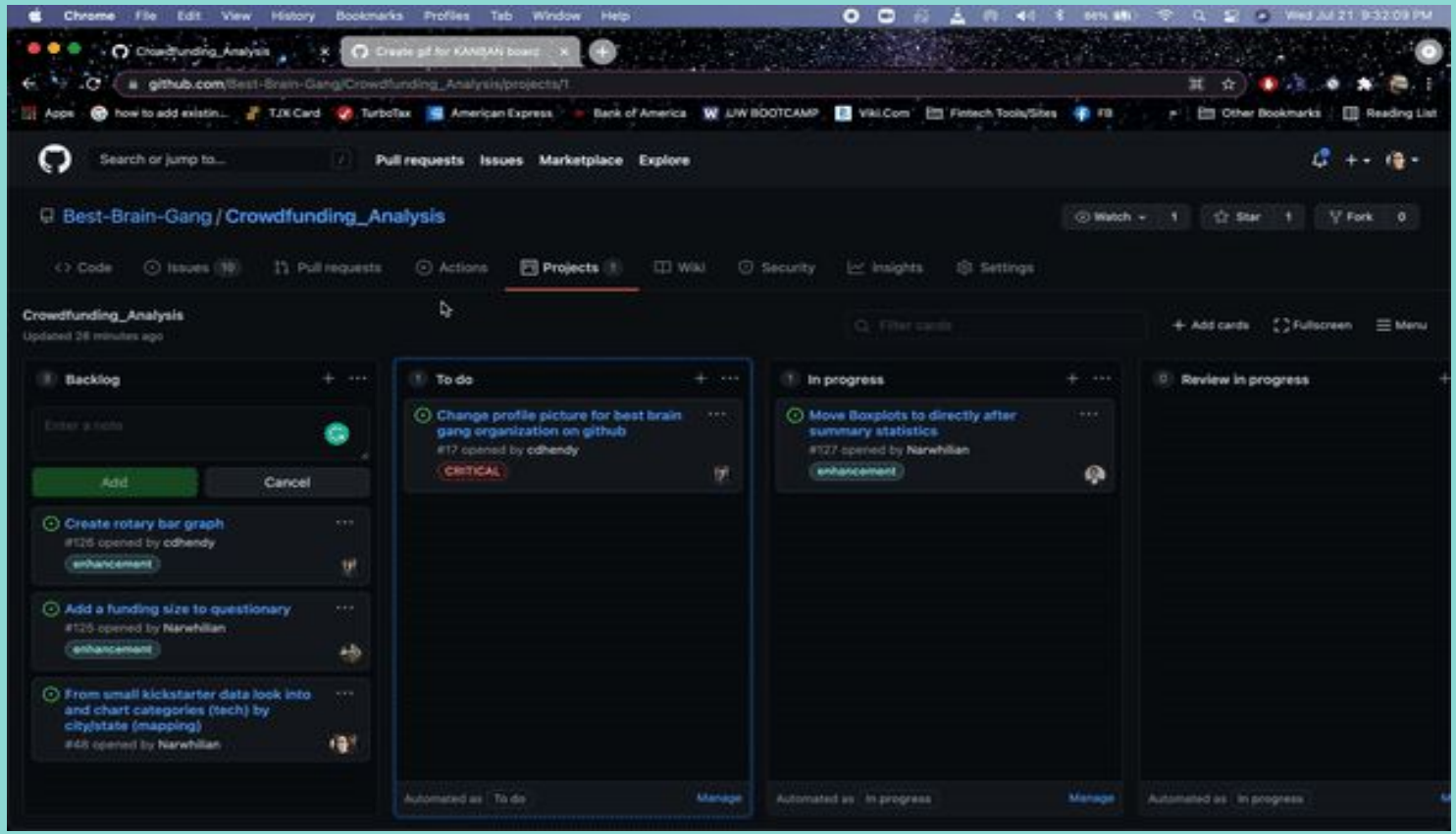
Sqlalchemy

Questionary

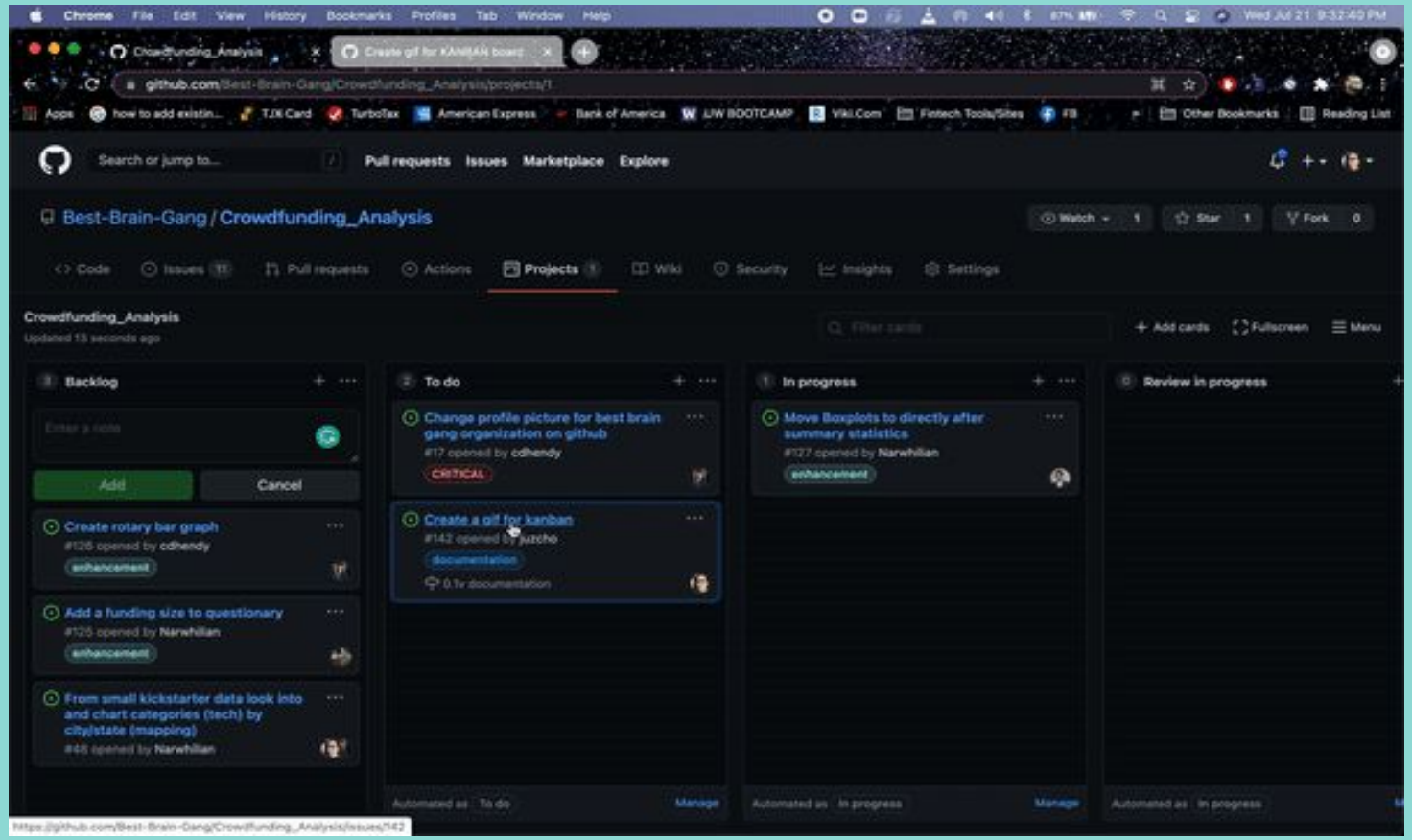
Streamlit

Voilà

GitHub Kanban- Task Tracker



GitHub Kanban- Task Tracker (cont.)



Team Members and Their Tasks

01	**Colin Benjamin** in/colinbenjamin	• Summary statistics for both Kickstarter and Indiegogo • Create a plotnine based on summary statistics
02	**Justine Cho** in/justinecho	• Create dataframe for Kickstarter and Indiegogo to prep for analysis • Hvplot and scatter mapbox plot • Wordcloud
03	**Christopher Henderson** in/chris-henderson123/	• Help design concept and user story • Further drill-down of analysis • Rotary bar plot
04	**Nathan Patterson** in/natepatterson/	• 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?