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October 04, 2020

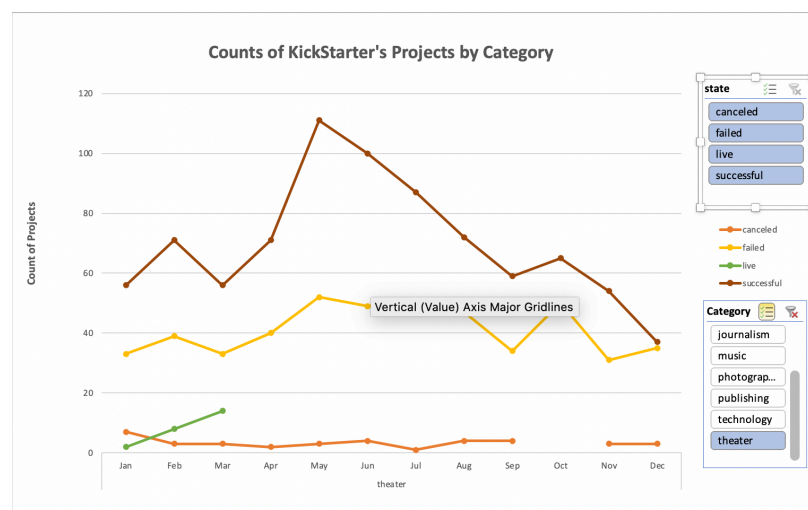
KickStarter Report

Overview conclusion:

With a raw data set of over 300,000 projects launched on Kickstarter, we can organize and clean up some data sets to have a closer look into those numbers. For examples, we created some more columns about Percent Funded to know how many projects reached over its initial goal or Average Donation to know how much each project need from backer. We also use color scale/ color codes to differentiate states of projects so we can have a look over the charts and know quick status of those projected individually. Secondly, we separated category/ sub- category into two different columns in order to have a better tool to create several conditional charts filtered by category or sub-category. For last step of cleaning data set, we exchange Unix timestamp back to normal date format to be able to analyze those projects through time chart.

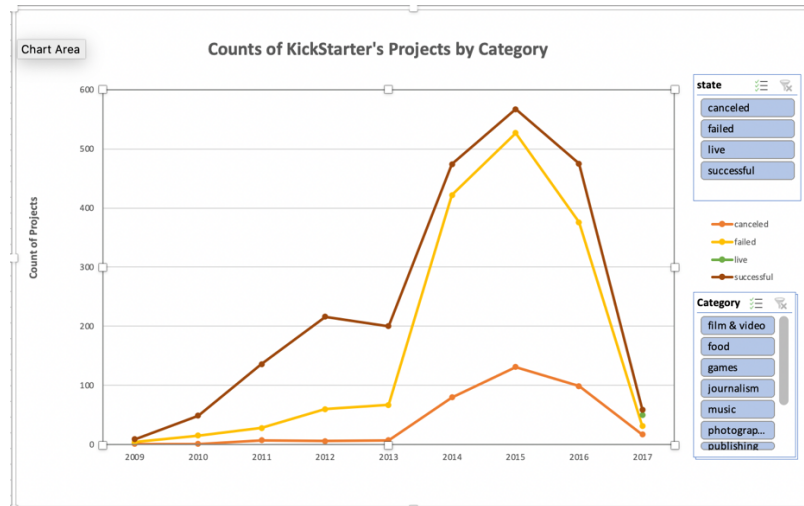
Given the provided data, we can easily notice “theater” is the most popular category that was made by the chart of count of projects by category, next are category about “music”, and “film and video”. When we apply filter by state of projects, we can also know highest count of failed is “theater” but the highest count for canceled state is “technology” instead.

By filtering time by created date and category, we can see theater makes its successful peak during Sumer time (May-July). So, we can go on and filter each category to know which time will be the best to release project related to that category.



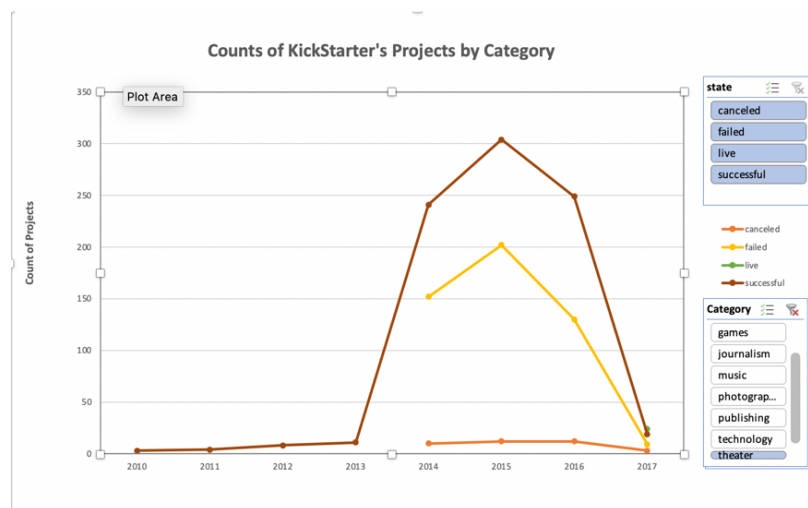
Theater through months

Founded in 2009, Kickstarter seems to have its peak of projects released starting in 2013 and hit the highest in the year of 2015.

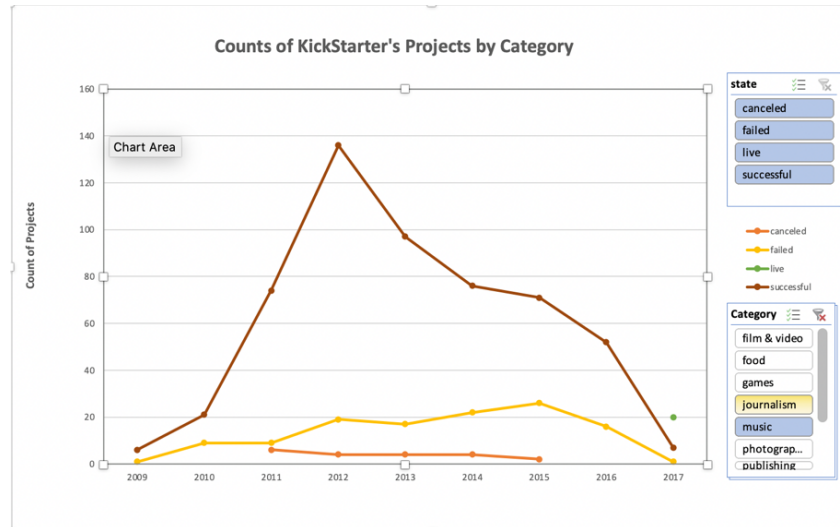


Count of Projects over time

By year, if we choose specific category to look at over time, we can see the successful line of all categories is relatively similar to the successful line of theater, mostly because count of projects in theater is the most prevalent category among all.

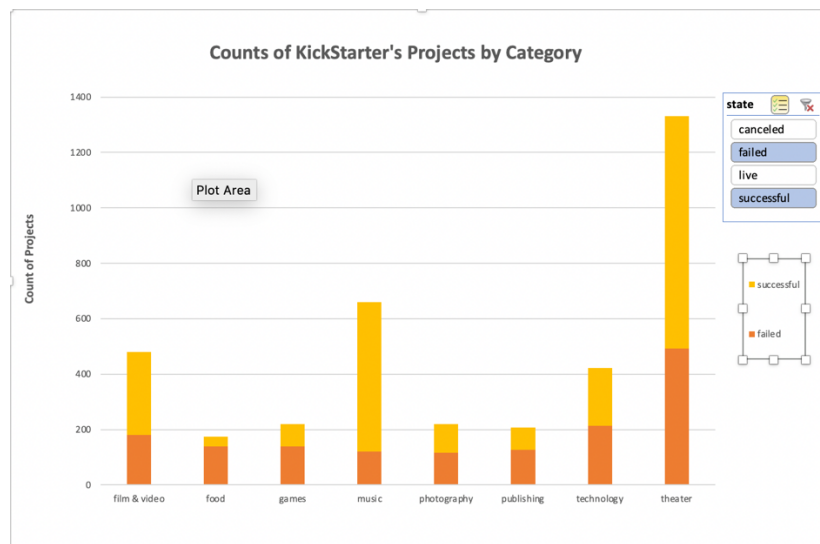


Theater by Year



Music by Year

With this chart above, we can filter category or sub-category to see how successful rate over time since Kickstarter was founded. Music is very popular in the year of 2012. So, we may want to go back to see which trendy music type during that time to predict future trend of projects related to music. Because regardless theater is the most prevalent category, music definitely has a bigger percentage of successful/fail rate compared to theater, according to the chart below.



Successful vs. Fail Chart

Other possible tables or charts:

We actually can create more charts with this data set. We may create another column called duration/length of projects to compare successful rate based on how long since they are created until being launched.

We can also create charts with some possible metric outlines such as average, median, max and min of percent funded or successful rate for each category or sub- category.

In additions, we can make chart based on staff-pick with successful versus fail rate to have an inside look of with category which likely be picked by staff to be successful.

Limitations:

With this set of data, it is not perfect. Because this data set has a major amount of US projects compare to other countries, if we need to figure out global trend, it would be helpful to have more data for global projects.

Also, by looking at “Percent Funded” column, there are some projects expected funded goal only \$1, this is something that contributes a huge different rate on the count of projects that reached its initial goal. We may want to filter out projects that needs fund from at least \$500 or above to be more relevant.

Finally, we may need more information of facts like details about targeted age groups, length of projects to help determining why these projects does not meet its goal or why those projects get more backers than others.