Kickstarter Data Analyses Report

Kickstarter is the world's largest funding platform for creative projects. The goal of this project is to predict successful or failed trends in film, music, art, theater, games, comics, design, photography, and more categories and its subcategories. By organizing and analyzing Kickstarter’s database, we are able to identify several trends.

One of the trends is a status of each project. There are successful, live, canceled, and failed ones. The analyses helps to pull data from more then 4,000 records. The summary report shows that more than 50% are successful trends, almost 40% of them are failed. It clearly displayed on the pivot report below that the most successful ones have the most number of counts:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 40 | 180 |  | 300 | 520 |
| food | 20 | 140 | 6 | 34 | 200 |
| games |  | 140 |  | 80 | 220 |
| journalism | 24 |  |  |  | 24 |
| music | 20 | 120 | 20 | 540 | 700 |
| photography |  | 117 |  | 103 | 220 |
| publishing | 30 | 127 |  | 80 | 237 |
| technology | 178 | 213 |  | 209 | 600 |
| theater | 37 | 493 | 24 | 839 | 1393 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

This type of statistics would be a helpful tool in predicting and choosing successful trends.

Another tool of further analysis is a collation of some subcategories’ performances. By comparing outcomes of the subcategories, we can see the most successful one. By analyzing the ratio of successful, failed, canceled outcomes of each subcategory, we can project what category performed better than the rest. It displays very well on the stacked column pivot chart below that the most popular program is plays:

This analysis can be part of further research in predicting of outcome the most successful trends as well as the most popular ones.

Lastly, one of the reports provides a general picture of outcome behavior through the time line. The line graph shows the results for each year, combination, and all years that helps to research deeper into successful and failed programs. It helps to conclude that successful outcomes are stayed in range over 50% over the years, and those years that are not will direct us to deeper research of factors that influence of this outcome.

There are some limitations of this data as well. One of them, there is very limited data for life outcomes and it makes hard to predict or decide in real life. Analyzing previous results’ affection by goal sizes, program duration, category, quantity of outcomes would help to study a life programs.

We could create some graph to visualize success rate vs project goal, duration of project vs successful/failed, how much money was raised vs successful/failed, analyze location of successful projects, pledged amounts, and more.