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About the Company

Creators	Kickstarter Platform	Backers

Kickstarter is a crowdfunding platform that helps creators secure funding for their projects through contributions from backers. It emphasizes creative fields such as art, technology, design, and entertainment.
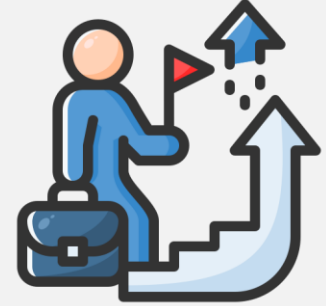
Objectives

Provide strategic recommendations to Kickstarter stakeholders to enhance campaign success rates.

Identify key factors that attract backers and boost engagement.

Highlight growth opportunities to strengthen Kickstarter's platform performance.

Database Model

kickstarter	
id 🔑	integer
name	text
category	text
main_category	text
currency	text
deadline	text
launched	text
state	text
backers	int
country	text
usd_pledged_real	double
usd_goal_real	double

Business Problems

1. Which are the high and low-performing categories?

2. Which categories have significant pledged amounts and a high number of backer?

3. Analyse & identify the relationship between the backers and the categories

4. Which countries have the highest number of successful projects?

5. How can we identify the categories that exceed their project goals and determine the average pledged amount by backers?

6. How can the optimal project duration and months with high success rates be identified?

7. How can analyzing category trends over the years, based on success, failure, and cancellation rates, help identify top-performing categories and those with untapped potential?

Approach & Outcomes

This section will emphasize three key aspects: Approach, Visualization, and Outcome -

Approach: The method I used to address the problem and the steps taken to resolve it.

Visualization: The representation of the problem through visual means to aid understanding and analysis.

Outcomes: Determining the business impact or results derived from addressing the problem.

Which are the high and low-performing categories?

Approach

The performance metrics (success rate, failure rate, and cancellation rate) are calculated by dividing the number of successful, failed, or canceled projects by the total number of projects and multiplying the result by 100. This query calculates these performance metrics, groups the data by main categories, and sorts the results in descending order.

main_category	success_rate	main_category	failed_rate	main_category	canceled_rate
Theater	75.00	Crafts	75.00	Games	19.05
Comics	57.14	Journalism	66.67	Technology	15.15
Dance	50.00	Publishing	63.16	Design	12.12
Music	50.00	Technology	60.61	Publishing	7.89
Art	48.48	Food	59.38	Photography	6.25
Film & Video	43.90	Fashion	59.26	Food	3.13
Fashion	40.74	Photography	56.25	Art	3.03
Games	38.10	Film & Video	52.44	Film & Video	2.44
Food	37.50	Design	51.52	Music	1.92
Photography	37.50	Dance	50.00	Comics	0.00
Design	33.33	Art	48.48	Crafts	0.00
Journalism	33.33	Music	48.08	Dance	0.00
Publishing	26.32	Comics	42.86	Fashion	0.00
Crafts	25.00	Games	42.86	Journalism	0.00
Technology	24.24	Theater	25.00	Theater	0.00

Outcome

Analyzing success, failure, and cancellation rates allows stakeholders to pinpoint high-potential categories and those requiring additional support. Content creators are encouraged to focus on categories like theatre, comics, dance, music, and art, which demonstrate a high likelihood of success. While categories such as technology, games, and design remain popular among backers, they often fall short of expectations, leading to project failures or cancellations. Similarly, categories like crafts, journalism, and publishing require targeted assistance to secure backer support, improve performance, and enhance success rates.

Which categories have significant pledged amounts and a high number of backers?

Approach

I grouped the categories to determine the total pledged amount and backer count, then sorted the results in descending order. A limit clause was applied to display the top 10 categories based on total pledged amounts.

| main_category	category	Sum of usd_pledged_real	Sum of backers
Technology	Hardware	45,09,802.96	6546
Design	Product Design	11,58,883.55	9848
Games	Tabletop Games	2,97,670.43	4654
Technology	Sound	2,27,673.00	2278
Food	Drinks	1,79,342.29	3224
Film & Video	Documentary	1,47,469.02	1659
Fashion	Fashion	1,38,707.15	1651
Food	Restaurants	1,17,376.00	1092
Film & Video	Narrative Film	93,644.53	928
Technology	Technology	90,771.00	120

Outcome

Categories like technology and product design enjoy substantial support from backers, followed by tabletop games, drinks, and documentaries. Emphasizing these high-potential categories to backers, coupled with effective marketing strategies, can attract significant funding.

Analyse & identify the relationship between the backers and the categories.

Approach

In this query, I grouped the categories to calculate the pledged-to-backer ratio, which represents the average pledged amount per backer. This metric helps in understanding the relationship between categories and backers.

Pledged_by_backer_ratio by main_category
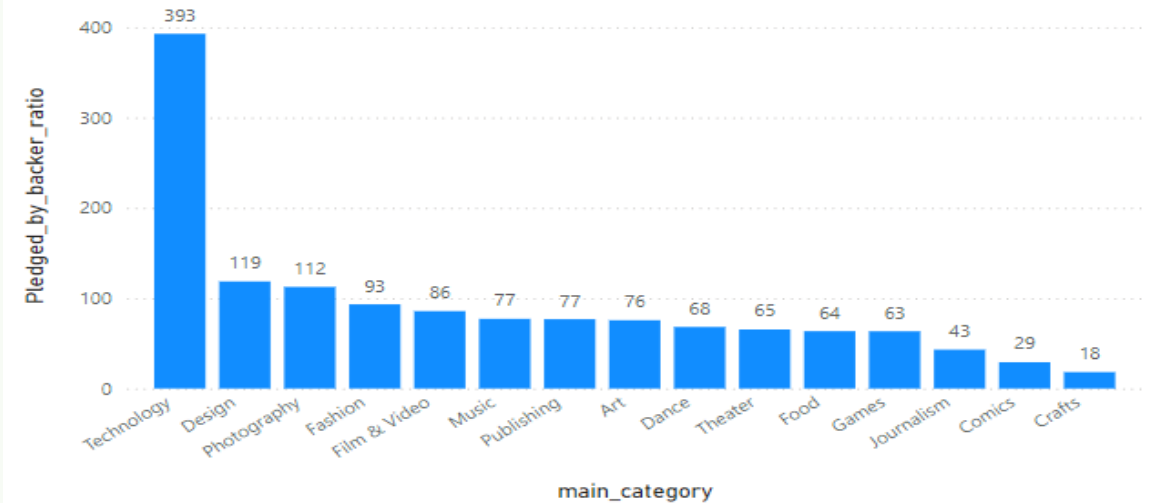
Outcome

This analysis offers valuable insights into the performance of different categories. Higher ratios signify categories where backers are willing to contribute significantly above average, while lower ratios point to categories where backer contributions are smaller, indicating potential difficulties in engagement. Here, the backers are more interested in projects related to technology than others. Identifying these trends helps in tailoring marketing strategies and enhancing engagement efforts for specific categories.

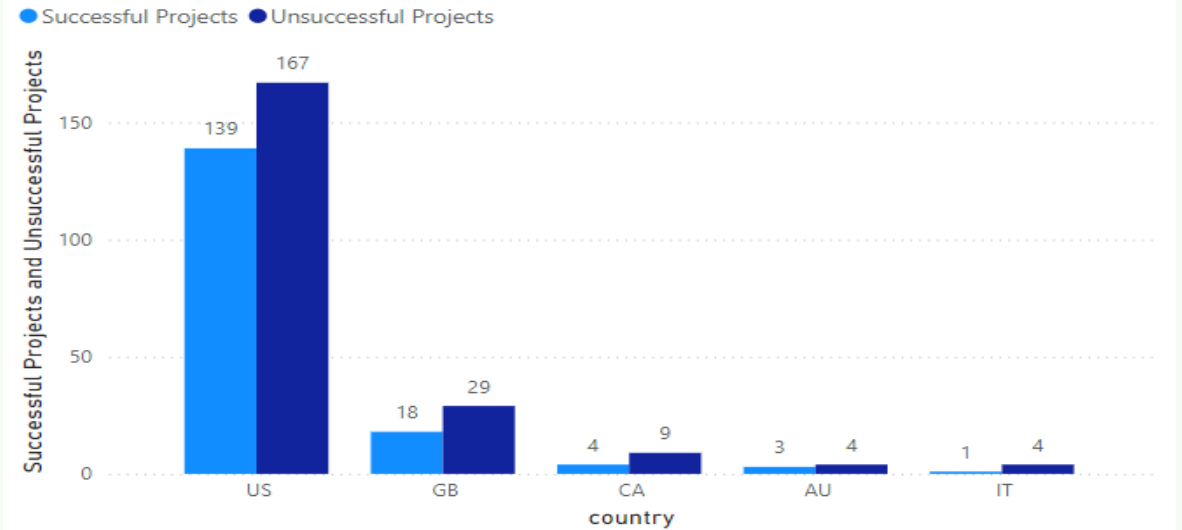# Which countries have the highest number of successful projects?

Approach

The countries were grouped, and the total number of successful projects hosted by each country was calculated using summation.

Successful Projects and Unsuccessful Projects by country

Outcome

This analysis is essential for identifying potential countries where the organization can consider expanding its operations. The data reveals that the platform is well-established in developed nations such as the USA, Great Britain, Canada, Australia, and Italy. The USA leads the rankings, followed by Great Britain, highlighting significant growth opportunities in these regions.

How can we identify the categories that exceed their project goals and determine the average pledged amount by backers?

Approach

In this query, I grouped the categories and subcategories to identify those that achieved their project goals, meaning the pledged amount was greater than or equal to the goal. Additionally, I calculated the average pledged amount per backer for each subcategory.

main_category	category	country	project_goal_amount	project_pledged_amount	average_pledged_amount
Technology	Hardware	US	5,09,500.00	45,09,174.49	690.74
Games	Tabletop Games	GB	10,721.64	1,21,912.00	159.99
Design	Product Design	US	6,25,224.00	11,29,163.50	116.63
Technology	Sound	US	25,000.00	2,27,673.00	99.94
Fashion	Fashion	US	88,651.00	1,35,674.49	83.96
Music	Indie Rock	US	63,000.00	63,535.34	72.12
Film & Video	Animation	US	57,500.00	58,764.00	68.73
Food	Drinks	US	1,11,000.00	1,79,336.00	55.68
Food	Cookbooks	US	20,000.00	47,273.00	37.49
Technology	Software	GB	75,365.27	86,714.51	26.57

Outcome

This analysis highlights the categories that exceed their project goals and the average contributions from backers. It provides valuable insights into backer spending patterns and the types of projects that attract their support. Notably, technology subcategories like hardware, sound, and software lead the charts, while Great Britain stands out in tabletop games and software. Product design also shows significant popularity, reflecting backer interest in creative and innovative projects.

How can the optimal project duration and months with high success rates be identified?

### Approach

This involves a combination of multiple queries:

1. A query to analyze project success rates based on their launch and deadline months.
2. A query to identify the optimal duration for categories to achieve success.

I used CTEs to extract and analyze the launch and deadline columns from the dataset. Additionally, I created a new column using a CASE statement and utilized the DATEDIFF function to calculate the project duration.
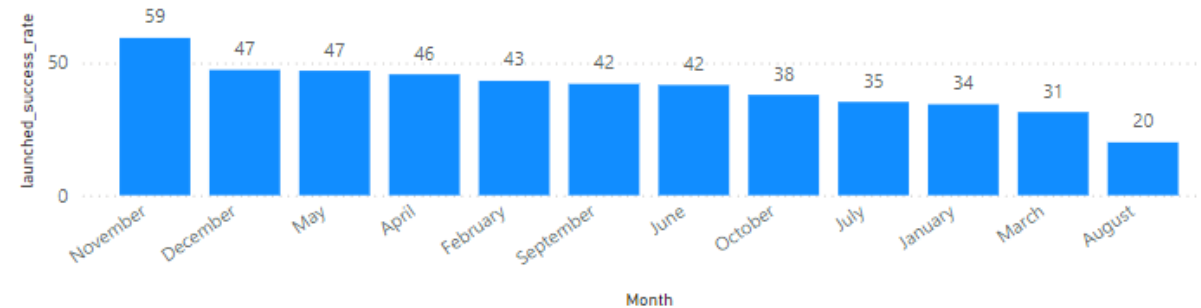
Outcome

This analysis lets the platform identify the months with high backer engagement, the months of November and December present marketing opportunities for the organization during the peak engagement holiday season. The optimal project duration ranges from 24 to 40 days.
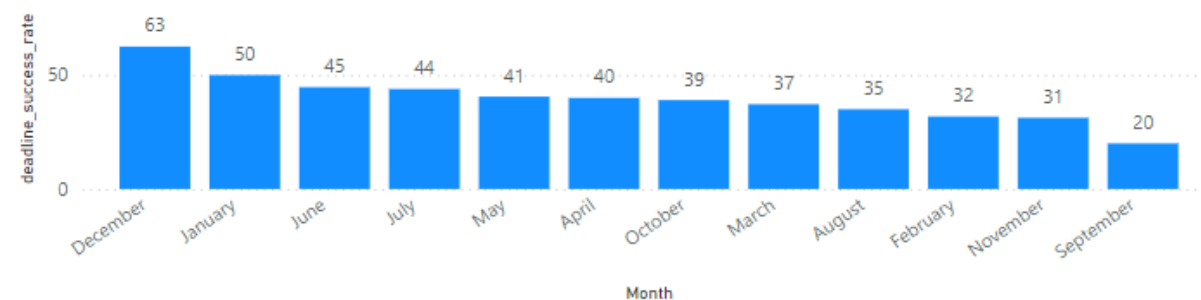

Average of project_duration by main_category
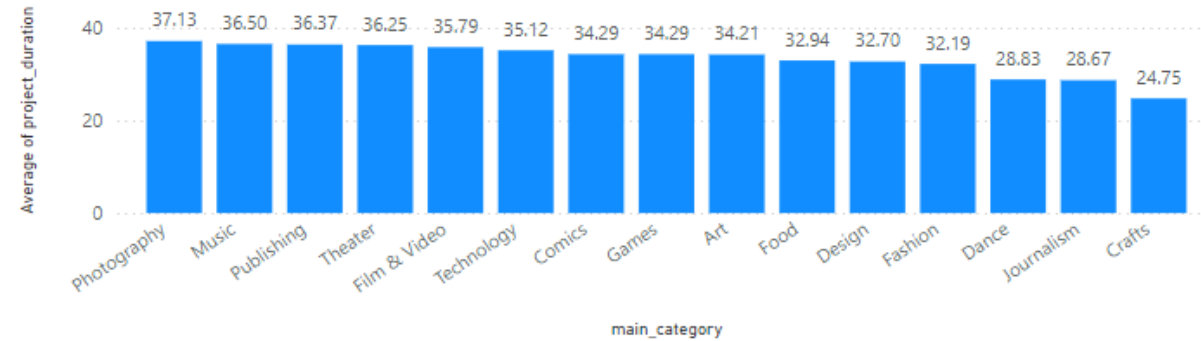
launched_success_rate by Month

deadline_success_rate by Month

How can analyzing category trends over the years, based on success, failure, and cancellation rates, help identify top-performing categories and those with untapped potential?

Approach

I utilized two CTEs each in this query to evaluate the performance metrics. I applied a window function to rank the categories based on the number of successful projects for each year.

Yearwise_Successful_Category

year	main_category	category
2009	Music	Rock
2010	Music	Music
2011	Film & Video	Shorts
2012	Music	Indie Rock
2013	Film & Video	Shorts
2014	Food	Food
2015	Games	Tabletop Games
2016	Design	Product Design
2017	Games	Tabletop Games

Yearwise_Failed_Category

year	main_category	category
2009	Music	Indie Rock
2010	Film & Video	Webseries
2011	Film & Video	Film & Video
2012	Film & Video	Documentary
2013	Film & Video	Narrative Film
2014	Food	Food
2015	Design	Product Design
2016	Film & Video	Documentary
2017	Fashion	Apparel

Yearwise_Cancelled_Category

year	main_category	category
2009	Music	Rock
2010	Music	Music
2011	Film & Video	Webseries
2012	Music	Music
2013	Film & Video	Narrative Film
2014	Food	Food
2015	Publishing	Poetry
2016	Food	Restaurants
2017	Film & Video	Narrative Film

Outcome

This analysis identifies the top-performing categories such as Tabletop games and Product design, and highlights those with untapped growth potential. Categories such as Music have remained in a spectrum of success and failure, especially rock and indie rock music. It also pinpoints underperforming categories such as Documentaries and Food, enabling the organization to engage with creators, provide targeted guidance, and implement strategies to enhance the performance of these categories.

Final Recommendations

Focus on High-Performing Categories

- Leverage categories like theatre, comics, dance, music, and art that have consistently demonstrated high success rates. Create targeted campaigns encouraging creators in these areas to launch new projects.

- Prioritize promoting categories with strong backer interest, such as technology, product design, tabletop games, drinks, and documentaries, by crafting marketing strategies aimed at amplifying their visibility to attract more backers.

Support Struggling Categories

- Provide additional guidance and resources to creators in underperforming categories such as crafts, journalism, and publishing to improve project quality and presentation, making them more appealing to backers.

- Engage with creators in categories like Documentaries, Food, and subgenres of Music (e.g., indie rock) to identify challenges and develop tailored solutions to increase success rates.

Enhance Marketing During Peak Engagement Periods

- Develop focused marketing campaigns for November and December, aligning with the peak holiday season, to capitalize on high backer engagement during this period. Encourage creators to plan their project launches and deadlines around these months.

- Emphasize projects with optimal durations of 24 to 40 days, as data suggests these are most likely to succeed.

Optimize Regional Expansion

- Expand operations and partnerships in countries with proven success, such as the USA, Great Britain, Canada, Australia, and Italy. Focus on regions like the USA and Great Britain, which lead in successful projects, to strengthen the platform's presence and backer engagement.

- Explore entry or growth opportunities in countries where certain categories perform exceptionally well, such as Great Britain's dominance in tabletop games and software.

Final Recommendations

Personalized Recommendations for Backers

- Create personalized dashboards or newsletters for backers highlighting high-potential categories such as technology, product design, and tabletop games, while also showcasing niche categories with untapped potential. This targeted approach can increase backer involvement and funding.

Creator Education and Support Programs

- Develop educational resources, workshops, and mentorship programs for creators, especially in underperforming categories, to guide them on crafting compelling campaigns and engaging backers effectively.

- Provide insights into backer spending patterns and preferences to help creators design projects that align with popular trends and backer interests.

Final Recommendations

Category Performance Monitoring and Feedback

- Regularly monitor and evaluate success, failure, and cancellation rates across all categories to identify emerging trends and adapt strategies proactively.

- Establish feedback loops where creators and backers can provide insights into why certain projects succeed or fail, helping the organization refine its platform offerings.

Tailored Backer Engagement

- Use insights from pledged-to-backer ratios to identify and promote categories where backers are contributing above-average amounts. Implement engagement strategies to sustain their interest.

- Target categories with lower pledged-to-backer ratios by enhancing communication and visibility for these projects to attract more backer support.

THANK YOU