

# **CROWDFUNDING STUDY WITH KICKSTARTER**

by

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## Introduction

### Visualization tool: Tableau for Desktop

The visualization tool that I chose for this project is Tableau. There are a couple of reasons for this decision. First, since we are using Tableau in class, I want to practice and sharpen my skills to get used to the tools. As the result for this, I hope that I can get better at navigating through different requirements of the class without having too many troubles.

Secondly, the knowledge of using Tableau is extremely desirable in the Data Analytics job market, which is also the field that I pursue. Therefore, I want to create a dashboard to showcase my comprehensive ability to create intriguing and meaningful charts that enable users to understand the data. After practicing with Tableau, I have found it as an incredible tool that is versatile with visualization. It has enabled me to customize my worksheets and my dashboard in a desirable way with a fairly straightforward manner.

Tableau is also highly interactive and are suitable for all types of users.

### Dataset: Kickstarter Projects

I chose to make visualization on Kickstarter projects' data. Kickstarter is one of the leading crowdfunding platforms for exciting entrepreneurial ideas. The dataset contains all projects from 04/2009 to 10/2020, which is extracted from a web scraping project from [Web Robots](#).

There are two reasons that convinced me to study Kickstarter dataset. Firstly, I am always intrigued by entrepreneurship, so naturally, I find insights from Kickstarter would be interesting and helpful for my own personal projects. Using the provided data, I hope to deliver a general ideas over successful and failed projects along with their ability to draw funds. Furthermore, the existing data can also produce a predictive model for future projects.

Secondly, as an aspiring data analyst, I want to incorporate multiple skills in a project to familiarize myself with the demand of the current job market. In order to deal with multiple datasets for this project, I used Python to clean and then combine the data to an Excel file that can be used in Tableau. As the result, I could practice both Python and Tableau for this project.

## The story

### Dashboard overview

The dashboard aims to provide users information about Kickstarter projects. It displays information of different regions, dividing into continents-specific and country-specific.

The two insights that can be extracted from the dashboard are:

- Descriptive data: the dashboard concentrates on studying the number of projects, the success rate, and the money pledged detailed by location, categories, time
- Forecasting data: the general outlook for the next 3 years from 2021 – 2023 of projects based on given relevant information.

The dashboard is a combination of maps and charts that are designed to eliminate the complexity of reading a large amount of data. Information in all individual sheets are connected, which allows users to click to filter desirable outputs. The information will go from general to more detailed as user drill down the data from left to right, from top to bottom.

The overall design aims to match Kickstarter color scheme, using their two main colors: green and black to keep the consistent aesthetic of the dashboard.

### Analysis

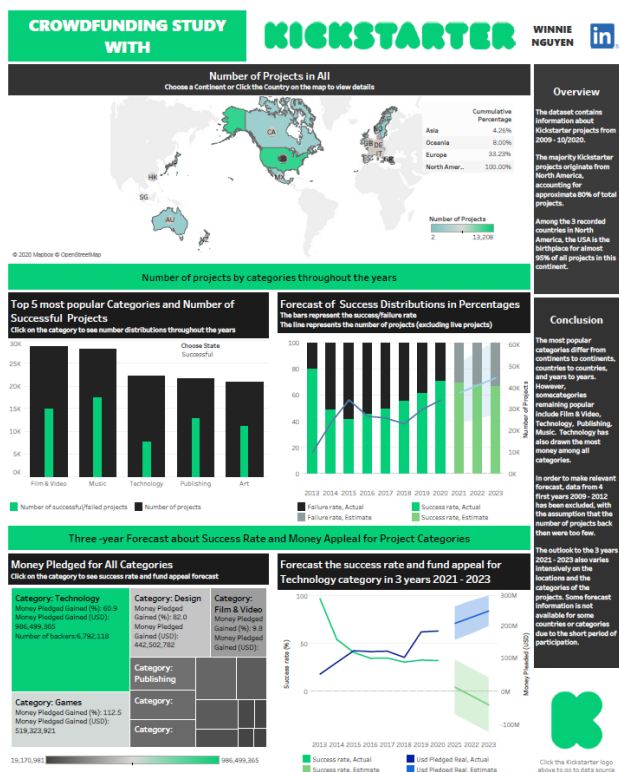
The screenshot on the right shows the overview of the dashboard. There are total 5 panes, which allow users to drill down information. Choosing elements on the top two panes will filter information shown on the four panes below.

Information should be read from left to right, from top to bottom.

With that order of reading, users will learn information about continents, countries, the success distribution of different categories, and the money pledge for each category respectively.

On the outer right of the dashboard, an overview, a conclusion, some external links are provided as an additional resource for users.

The detailed analysis of each pane is on the next page.



### *First pane – A geographical overview by continents and countries.*

Information about total number of projects in each country can be found by hovering the mouse on the country's name. The color scheme also illustrates the number of projects, with the green being a higher amount.

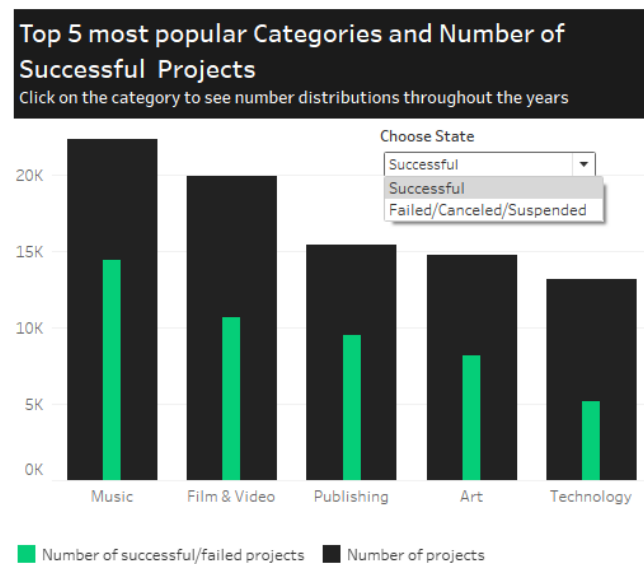
From here, users can click on any country to find out information of the categories in the following panes. Also by filtering the continent, it is obvious that US is the place with the most Kickstarter projects, with almost 150,000 projects by October 2020.



### *Second pane – Success distribution of top five categories over the years*

In this pane, the five most popular categories are displayed. The bar – in – bar chart allows user to see the proportion of either successful or failed projects in proportion with the total number of projects. The “State” filter allows users to choose the display of either success or failed state.

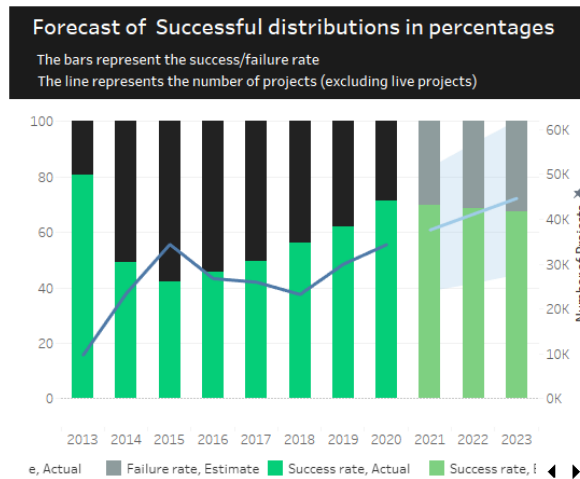
Although the top five varies based on the chosen location, the categories that appear the most frequent in top five include Music, Film & Video, Technology, and Publishing. Hovering over the bar also provides users with the percentage of the state. Choosing one of the categories will provide success distribution for actual and forecasting data in Pane 4.



### Third pane – Success distribution of a category over the years

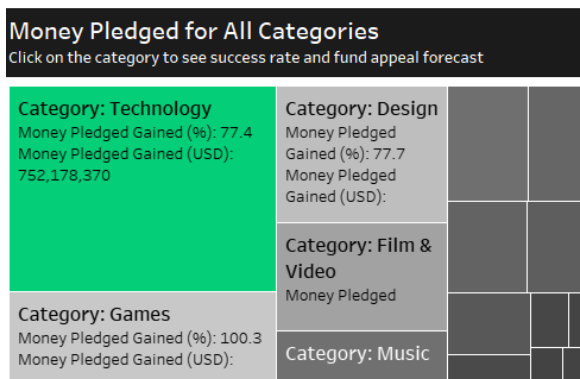
This pane aims to give user the forecasting possibility of success given the category, the continent and/or the country.

This pane provides users actual success distribution from year 2013 to 2020, and the forecasting distribution for the next 3 years 2021-2023. At the beginning of the analysis, information from year 2009 - 2012 was included. However, due to the small amount of projects, it was finally excluded to produce a more relevant forecast. Since all the live project are excluded, the more recent years' distributions are less than 100%.



### Fourth pane – Categories and their ability to appeal fund.

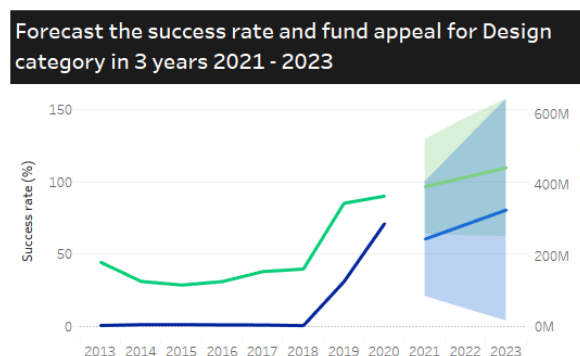
The ability to appeal to money pledged is also important to creators. For example, Technology draws the most money across all continents and in many countries even though it is not always the most popular category. Backers seem to be more willing to spend way more money in some categories, with some categories exceeding the money goal, like Games in the screenshot.



### Fifth pane – Putting success rate and money pledged together.

This pane provides the comprehensive information regarding both success rate and the money appeal ability given a project category.

It is notable that since many projects have not reached the deadline yet, the forecast cannot capture the full potential to produce the most accurate forecast.



## Action

From the given analysis, it is obvious that the dashboard is designed for users with specific needs of Kickstarter project's information. By drilling down the dashboard through regions and categories, users can find useful overview regarding the success rate and the money appeal that is unique to that category and region. This information is useful for both creators and backers, since it can act as an estimate measure of whether a project is worthy to invest in if they decide to use Kickstarter as the platform.

## Video Link

[Please click here to follow the link to the video presentation.](#)