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03/29/2020

Kickstarter Data Report

Background:

The goal of this project report is to organize, analyze and interpret data of campaigns past projects launched on Kickstarter. We are analyzing a sample data provided of 4,000 past projects to see which project have or have not met their initial goal in order to uncover any hidden trends. The dataset is grouped into four different states: successful, failed, canceled and live. Data is viewed by category performance, sub-category performance and performance by year.

Description of Data Sources:

If we first look at the bar graph, it shows the count of how many campaigns were successful per category in different countries including the United States which represents 35% of the data. It appears that the theater category, which accounts for 33% of all other categories, has a success rate of 60% and a 20% success rate overall projects. Followed by the music category with a success rate of 77% with a grand total of 700 projects. Then, we find the film and video category with a 58% success rate with 300 projects launched.

If we dig deeper, we can see that the success rate of the categories depends on their sub-categories. Within the theater category, the plays appear to be the most successful with a rate of 65% compared to musicals and space with an average of 44%. Plays also outnumbered musicals and spaces in terms of total number of projects. With regard to the music category, faith, jazz and world music sub-categories seem to be the only relatively unsuccessful projects. That, in turn, makes the overall success rate decline. Like the previous category, the film and video category shows great success in three of its sub-categories with an average of 100% success rate. However, it has some other sub-categories that have a 0% success rate. As can be seen, each category is comprised of a number of sub-categories which may weigh on the success rate of the main category overall.

Moreover, we can measure the success of the projects by filtering the categories per year and compare data on a month to month basis. According to this data, the highest success rates occur in May with a rate of 61% while the lowest success rate occurs in December with a 44% rate of success where the rate of failure exceeds the rate of success by 3%. On one hand we have the theater category reach its peak of success in May with a rate of 67%. On the other hand, we have the music category which reaches an 87% of success rate in May. On the contrary to the film and video category, the graph shows the most successful months occur in March, June and October with an average of 66%.

Recommendations:

As can be seen, we can say that most donations are given at a specific time of the year which is May. We came to a conclusion that the most successful category in May is the music category with rock, pop, indie rock and other as sub-categories. Followed by the theater category, where the plays are the most successful. Also, the number of donations decline in December. As December is a month of holidays which make the people lose interest in donations.

Limitations of the Dataset:

The dataset used may not show the exact results as there is no correlation between events that may have led to these figures. For instance, many rap Grammies awards may have led to more successful Kickstarter campaigns. Additionally, the use of demographic data will also help know who donated and the amount of money that has been donated and to which category they were interested in. Furthermore, the number of projects among the categories is not the same which shows the big difference in success rates where the categories that have more projects also have more successes.

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