Kickstarter report

Background:

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

I will analyze a subset of kickstarter campaigns to identify trends and finally provide a recommendation that will most likely result in a successful endeavor.

Data Cleansing:

We did some basic feature enginerring to calculate average and percent funded

We did some text cleaning to split category and sub

We did date parsing to turn a unix timestamp into a human friendly data

Applied conditional formatting to make insights more obvious

Analysis

By using pivot tables and data visualizations, trends were identified

1. US has the most campaigns (by count)
2. Theatre has the most success (by count)
3. May has the most success (by count)

Limitations

The data is flawed. The data emphasisez US campaign. If a campaign was to be launched in a different country, a new analysis is recommended.

Future Work

Make a predictive model. Look at regressiuon. Do the bonus