Kickstarter Analysis

An analysis of the Kickstarter data allows us to draw a number of conclusions about typical initiatives on the platform. Based on an analysis of initiatives from the 2009 – 2017 we can identify the following trends:

* The success rate of total initiatives is 53%
* Categories that enjoyed the greatest success rates were theatre, music, and film/video
* Q2 (April-June) showed not only peak activity on this platform, but also yielded the greatest success rates
* The lower the funding goal of an initiative, the greater likelihood of its success

The limitations of the provided set include not having information about the initial presentation of each initiative. Total amount of users or potential donors from each country would also be helpful in putting success rates into perspective. More current data is necessary to correctly forecast future activity. Additionally, information about project success in the actual market after successfully being funded would be highly advantageous.

Additional helpful tables and graphs would include:

* A graph that showed the correlations between staff pick and success rate
* Month-by-month analysis to indicate the best month to post a project
* Average donor contribution by category