**Kickstart My Chart**

**1. Introduction**

The aim of this Homework was to organize and analyse a database of 4000 past projects lunched by a billion-dollar company— Kickstart. Kickstart is a crowdfunding service that helps project starters fund their ideas by raising money via the general public. Projects are given initial goals and if these goals are met or exceeded, the projects are funded. If not, money raised during the campaign will be returned to the funders.

Using graphs and charts I was able to identify:

1. The most successful campaign category and the most popular campaign category.
2. The most successful sub-category of campaigns.
3. The category and sub-category of campaigns most likely to fail.
4. The best time of the year to launch a campaign.
5. The goals that yield the most success rate.

**2. Results and Analysis**

**2.1 Most successful and popular category**

**Fig 1:** Histogram of category vs count of state

Based on fig.1, Music was the category with the highest ratio of successful to failed/cancelled projects whereas Theatre was the most popular category of projects. As for the least successful and highest fail rate, all the journalism fundraisers—although they were few— were cancelled before having an opportunity to succeed and food had the highest ratio of failure to success.

**2.2 Most successful Subcategory**

**Fig.2:** Histogram of sub-category vs count of state

The histogram shown in Fig.2 points out that creators were mostly interested in obtaining fonds to make plays as the total amount of plays(both successful and failed) were roughly five times as large as the second highest sub-category. It had a good success to failure ratio but sub-categories like rock, documentaries, hard-ware and tabletop games had a 100% success rate. Food trucks and animation failed often.

**2.3 Best time of the year to launch a campaign**

**Fig.3:** Month vs count of state

From fig 3., The best times of the year to start a campaign is during the earlier parts of the year between February and May—May being the month with the highest number of successful projects— and the worst time of the year is between September to December. December is the worst time to launch a fundraiser.

**2.4. Goals that lead to the most success**

**Fig.4:** Goals that lead to the most success

The line graph in fig.4 shows that there is an inverse correlation between percentage successful and percentage failed, or percentage cancelled with regards to the magnitude of the goal. As expected, lower goals had higher chances of success whereas higher goals failed more often.

**3. Conclusion**

The data visualised between fig.1 to fig. 4 gave a lot of insight into the categories of fundraisers that are most popular with Kickstarter, as well as the categories and subcategories with the highest success rate. Kickstarter could improve their Business by providing more support to creators of theatre work simply because It is the most popular sub-category. They could also encourage rock band and documentary creators to start fundraisers since they have a high success rate. Finally, encouraging fundraisers and creators to start their plans in May and set lower goals for themselves can improve the chances of success for these creators.

A draw back to the data visualised in the graphs from fig.1 to fig.4 is that the extremely large number of projects in theatre and plays in comparison to other categories and sub-categories causes the data to be skewed. There were more fundraisers for plays alone than they were in almost all the other sub-categories combined. If there were more fundraisers in the less represented fields, we might come to a different conclusion for the best months to start fund-raisers or the category with the highest ratio of success to failure may change significantly. Secondly, the criteria for deciding a successful project is flawed. The dataset shows the number of fund raisers that reached their funding goals successfully regardless of the size of the goal. It doesn’t show the number of profitable or completed projects— A project may reach its funding goals and still fail in the future.