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Subject: Kickstarter Campaign Analysis

1. 3 conclusions drawn from Kickstarter campaigns.
   1. Approximately half of all projects taken onto Kickstarter end up succeeding with backers pledging beyond the goal funding needed.
   2. Of the data provided, *plays* are the largest sub-category of projects in which campaigns are launched and a majority of projects in this sub-category succeed.
   3. When looking at data in the Tab [Proj. State by Months Pivot], roughly 100-150 projects are canceled every month from 2009-2017. The number of successful projects is usually higher for the first 6 months of every year, going down for the next 6 months on average.
2. Limitations of this Data Set
   1. Variance of project funding is very high based on percentage funded. While many projects do fail, the successfully funded projects can be funded well over 200, 300, or even 500%. A more accurate use of this data can be done by identifying these outliers.
   2. Projects are not reflected in one currency, it could be useful to adjust the value of each project in one currency to do more careful monetary analysis based on categories, sub-categories, countries etc.
   3. Average donation based on backers divided by the pledged amount is not a very useful dataset up to this point.
   4. The “blurb” section in Raw Data seems to have little importance so far. It would be interesting to see if that can be utilized better.
   5. Kickstarter is utilized or established differently for each market. Data does not fully reflect this and more can be done to break down each market.
3. Possible Tables / Graphs
   1. Table / Graph of projects based on currency to further break down the true value of projects in their respective economy.
   2. Table / Graph of average donations based on category / sub-category to guage backer interest levels.
   3. Table / Graph of project created and deadline dates to better guage how projects in each category may differ and how it tires into project state.