Assignment 1

# KickStarter projects analysis

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**Background**

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

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. This analysis is intended to organize and analyze a database of four thousand past projects in order to uncover any hidden trends.

**Conclusions**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Theater is the most popular category, but the one with the highest successful rate is Music with 77%. Actually, music has the best performance ranking high in both popularity and successful rate. The categories with the poorest performance are journalism and food.

The relationship between goal and successful rate is indirect. The higher the goal, the lower the possibility to achieve/surpass it

The projects created in Q2 (2nd quarter) of the year seems to have a higher chance of being successful as the successful rate in Q2 is 556 bps higher than the average of the year. On the other side, the successful rate of the projects created in Q3 are 308 bps lower than the average.

1. What are some of the limitations of this dataset?

Amounts are in different currencies, in order to use this variable for comparison purposes, it would be necessary to make a currency conversion.

There is not information about the donators (gender, age, location) so we can identify trends based on those characteristics such as the profile of the donators that more likely support a specific category/subcategory.

1. What are some other possible tables/graphs that we could create?

State per category per country so we can identify the successful rate of the categories in the countries with the major concentration of projects (US, UK, CA)

Average donation and backers count by category so we can identify the ideal goal for each category and try to predict the probability of success for a project based on the category and the goal that had been set for it.