**KickStarter Campaign Outcomes Analysis Report**

KickStarter campaign is a crowd funding platform providing opportunities to individuals and organizations to raise funds for their projects.

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. In order to support these companies/individuals, a technical analysis has been conducted on the dataset of past projects/campaigns.

To achieve this, multiple Pivot tables and Pivot charts were created using the provided dataset to depict the success/failure outcomes. The input dataset provided consists of a list of about 4000 projects and with relevant data attributes.

# **Conclusions about Kickstarter campaign outcomes**

Following are some of the insights gained through the analysis:

* It is evident from the chart below, the top categories with higher number of successful projects are theatre, music, film & video; and the bottom categories are journalism and food. The outcomes vary from country to country for a given category of projects, from this we can interpret the variance could be based on regional preferences.
* Outcomes by sub-categories within a given category are either total success or a total failure. For instance, the non-fiction and radio podcasts sub-categories of Publishing seem to be successful whereas the children’s books, fiction or translations sub-categories have completely failed. A very few sub-categories that have a mixed outcome (success/failed/cancelled).
* Projects launched during the first quarter of the year have a greater success rate compared to the ones launched in the mid-year and onwards. This could be due to the factors like crunched year-end deadlines, delayed launches or shorter campaign duration, etc. The best time to launch seems to be the first quarter of the year.
* Higher the Goal, lower the success rate with more projects being canceled. Projects with goals up to $15,000 seem to have more success rate than others. Failure rate has increased as the funding goals increased.

# **Limitations of the dataset**

Here are some of the limitations in the dataset for a more advanced analysis –

* Having **data definitions** for the data elements (such as staff\_pick, spotlight, etc.) would help to interpret and perform more meaningful analysis.
* Information about **reward on pledge** for backers would provide more insight into how the awarding strategy impacts the success rate.
* Details about the **person/organization** who ran the projects would help us to compare the outcomes between more experienced vs startups.
* Having information about **new backers vs returning backers** would provide insight on how their support is spanned across categories.
* Data pertaining to the means of **campaign promotions** such as promoting via ads, website, social network etc. would help to understand the marketing impact.
* **Larger dataset**, compared to the 4000 projects sample would help for an in-depth quantitative analysis.

# **Possible tables/graphs**

Additionally, there are more possible visualizations of the data for further analysis. Some of them are outlined below.

* Outcomes by Deadlines
  + This will give an insight into whether the duration of campaign affects the outcome
* Outcomes of projects based on staff\_pick, spotlight, etc.
  + This will give an insight into whether featured vs non-featured project outcomes
* Outcomes by Number of Backers and Country
* We can watch out for extreme values (outliers)