**KickStart My Chart**

USC Viterbi Data Analytics Boot Camp

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Kickstarter is one of the most popular crowdfunding platforms on the internet. Since only about a third of the projects typically succeed in getting funded, it seems important to uncover factors that might impact the outcome of a campaign before launch.

The dataset analyzed includes 4,114 projects launched between 2009 and 2017. About three quarters of the projects are U.S.-based, whereas the remaining quarter of the projects were launched elsewhere in the world. The projects analyzed fall into nine categories (film & video, food, games, journalism, music, photography, publishing, technology, and theater) and 41 sub-categories. In this dataset, 53% of the projects succeeded in meeting their funding goal.

After performing a rudimentary analysis of the data provided, we can make the following conclusions:

1. **Some project categories seem to perform better than the rest.** In particular, projects in the categories “***film & video***”, “***music***” and “***theater***” achieved success rates of 58%, 77%, and 60% respectively, compared to the average success rate of 53% for all projects. This was true whether the projects were U.S. or non U.S.-based for the categories “music” and “theater”, but not for the category “film & video” where this finding was valid only for U.S.-based projects.
2. **A more detailed analysis within each category reveals wide variations in success depending on the sub-category.** For example, within the most successful category “music”, we see that projects in the music sub-categories “faith”, “jazz”, “world music” generally fail to reach their funding goal, whereas the sub-categories “classical music”, “electronic music”, “indie rock”, “metal”, “pop”, and “rock” are very successful. Similarly, some sub-categories have an impressive success rate within generally failing categories. For example, projects in the sub-category “tabletop games” have a 100% success rate within the generally lower successful category “games” (only 36% success rate for that category).
3. **It is possible that the month in which a campaign is launched could impact its outcome.** For example, the graph depicting campaign outcomes by month launched indicates that, overall, campaigns launched in February, March, April, May, June, and November have better outcomes than campaigns launched during the other months. December appears to be the worst possible month to launch a Kickstarter campaign. This finding, however, varies depending on the category examined. For example, music projects do not seem to be impacted by the month launched, whereas August seems to be the best launch month for “games” projects.

Although some interesting trends were uncovered, the dataset provided seems to have a few **limitations**. ***First***, the sample seems skewed towards success because the 53% overall success rate of the projects included in this dataset is actually quite higher than the overall 36% success rate of Kickstarter campaigns. ***Second***, the dataset also seems skewed towards projects in the “theater” category (34% of the data), which is incidentally also a category where campaigns are more likely to reach their goal. ***Third***, some other potentially important variables were not included in the dataset. For example, there is no data on the rewards provided to backers, the number of updates campaign creators have been sending, or the number of comments posted throughout the campaign, to cite just a few factors that might affect engagement and potentially impact the successful funding of a given project.

Within the data provided, we could have also created some graphs showing the relationship between outcome and funding goal, as well as outcome and duration of the project. The bonus chart actually reveals that successful projects have lower funding goals (*note: I realize I did not convert the funding goals to the same currency… There are some USD mixed up with other currencies in that bonus table, but given that three quarters of the projects are in USD, I would think the trend generally holds…*). We could also have tried out some regression analysis on the data provided to identify which variables are significantly correlated with the outcome and could be used to build a predictive model.