

# Kick-Starters Data

Python Project  
Group 11

By: - Katyayni Shankar Kaushik  
Jaideep Reddy  
Mohit Tripathi  
Boobalaganesh Ezhilan

## Introduction: -

Kickstarter helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality. It enables such dreamers in implementing their ideas with the help of crowdfunding. To date, tens of thousands of creative projects — big and small — have come to life with the support of the Kickstarter community.

## Project Objective: -

The following dataset is related to such Kickstarter projects. The idea is to visualize the dataset and determine the most supported projects i.e. through amount pledged, project success/ failure etc. We can also determine the no. of projects that belong to a particular country/ country from where the most successful projects have been delivered.

## Dataset: -

The data set contains 15 columns and 373533 rows. Data has been imported into MYSQL using SQL query.

	ID	name	category	main_category	currency	deadline	goal	launched	pledged	state	backers	country	usd pledged
0	1000002330	The Songs of Adelaide & Abullah	Poetry	Publishing	GBP	2015-10-09	1000.0	2015-08-11 12:12:28	0.00	failed	0	GB	0.00
1	1000003930	Greeting From Earth: ZGAC Arts Capsule For ET	Narrative Film	Film & Video	USD	2017-11-01	30000.0	2017-09-02 04:43:57	2421.00	failed	15	US	100.00
2	1000004038	Where is Hank?	Narrative Film	Film & Video	USD	2013-02-26	45000.0	2013-01-12 00:20:50	220.00	failed	3	US	220.00
3	1000007540	ToshiCapital Rekordz Needs Help to Complete Album	Music	Music	USD	2012-04-16	5000.0	2012-03-17 03:24:11	1.00	failed	1	US	1.00
4	1000011046	Community Film Project: The Art of Neighborhood...	Film & Video	Film & Video	USD	2015-08-29	19500.0	2015-07-04 08:35:03	1283.00	canceled	14	US	1283.00

## Data Pre-Processing: -

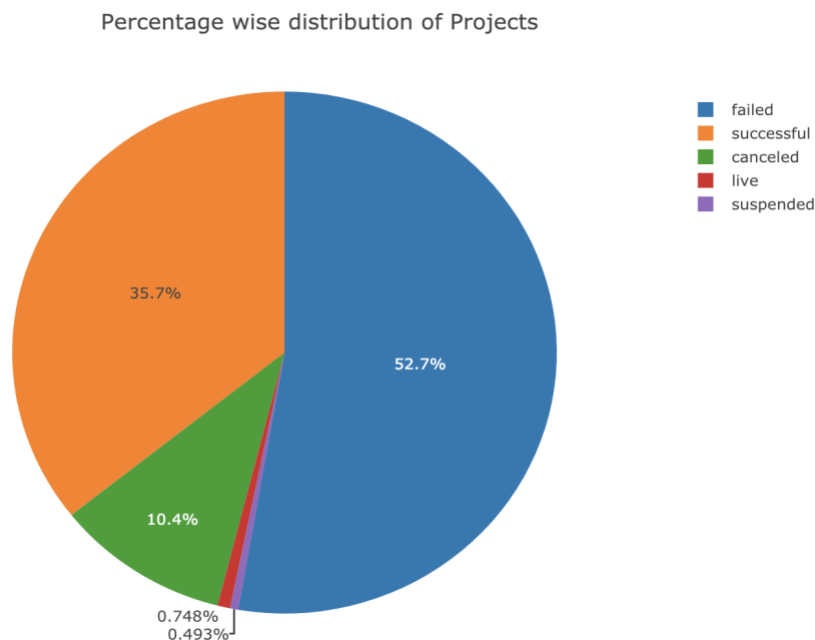
- Type of certain attributes has been modified from “text” to “varchar” using SQL.
- Attribute “Deadline” has been modified to type “DATE” using SQL.
- Attribute “launched” has been modified to type “DATETIME” using SQL.
- No Missing/NA values in Data Set.

## Data Visualization:

### 1) **Pi-chart for percent wise distribution of project states: -**

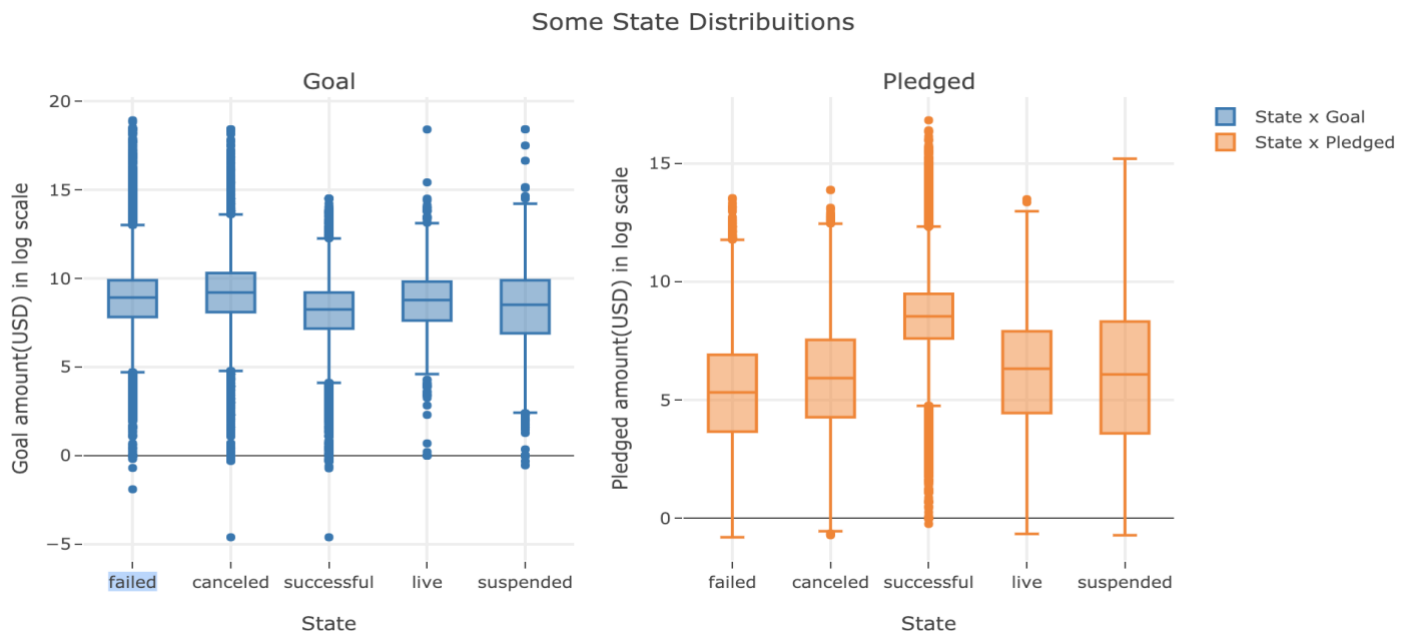
Projects are classified in 5 different states: -

- Failed
- Successful
- Canceled
- Live
- Suspended



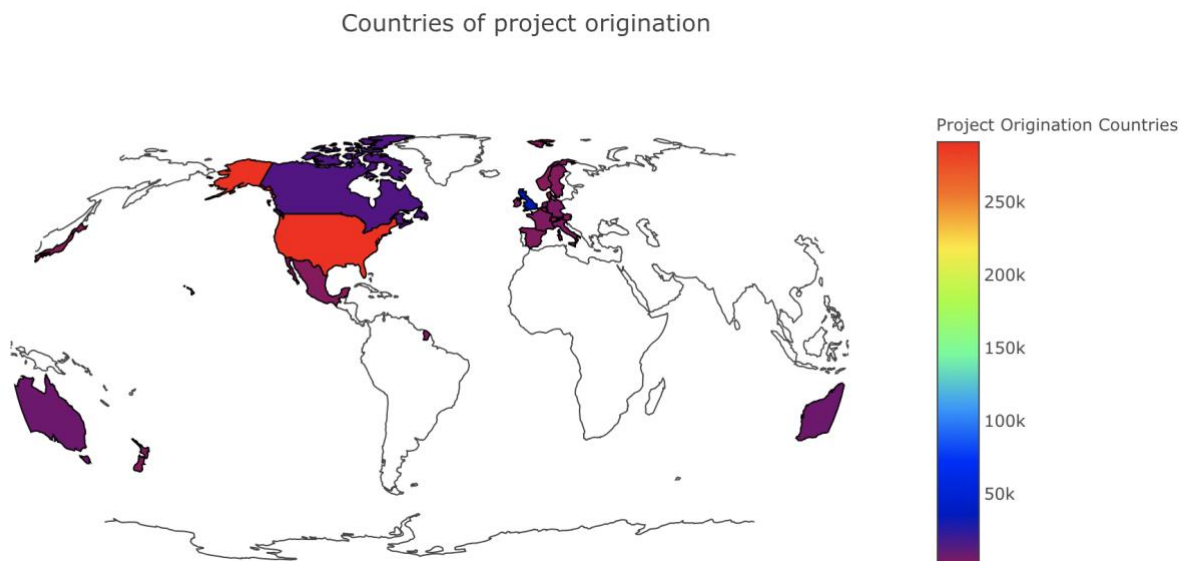
We can observe that there are 52.7% failed projects and 35.7% successful projects.

## 2) Box Plots for Goal and Pledged amount: -



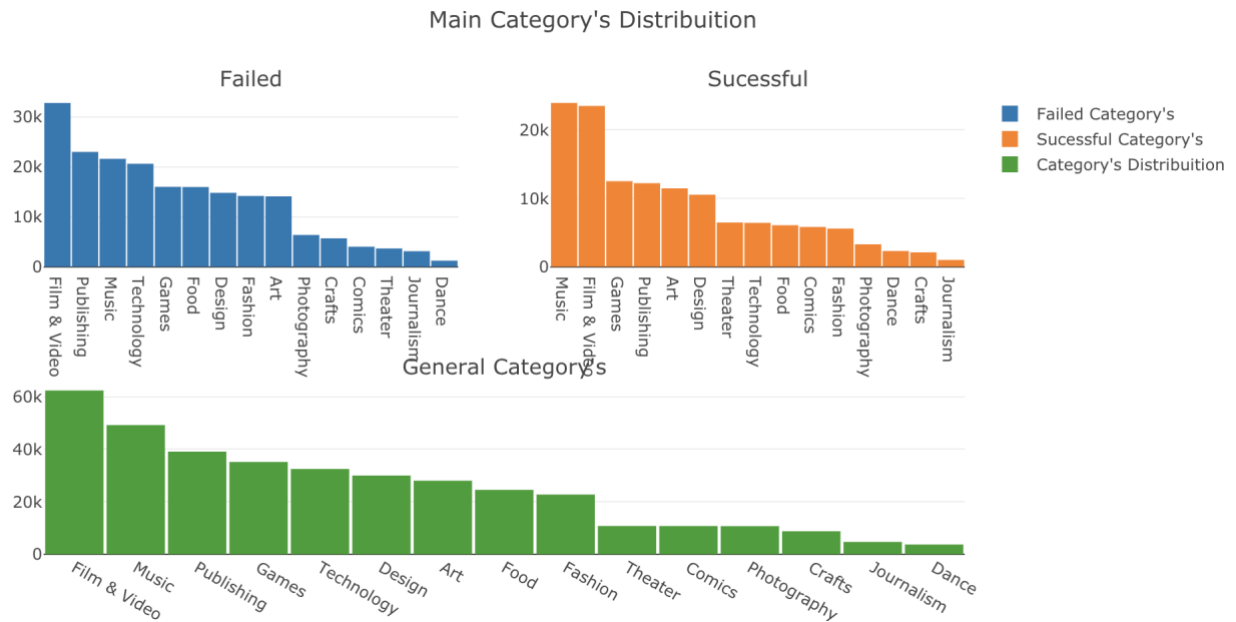
The plot shows us the comparison between the median values, 1st quartile, 3rd quartile etc. of the pledged amount and the goal amount for each state i.e. failed, canceled, successful, live, suspended.

## 3) Plot for the countries with the respective no. of projects: -



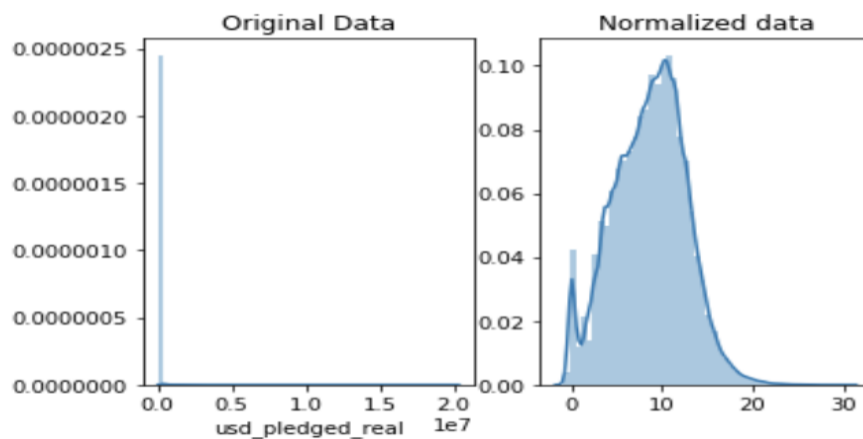
The above plot tells us about the number of projects that have been delivered from the countries around the world. The scale present on the right side in the plot gives us the number (in thousand).

#### 4) Category Distribution: -



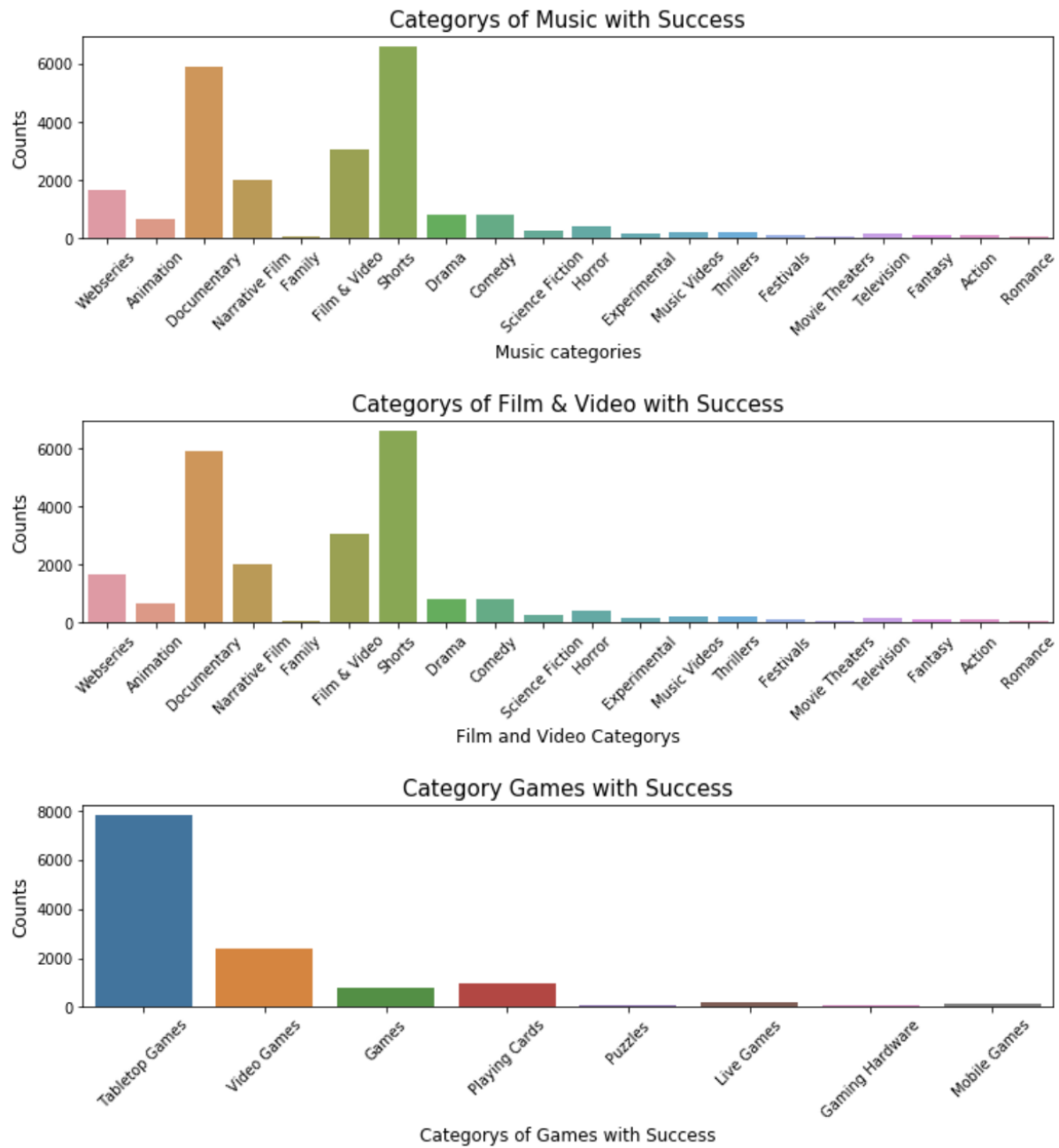
The above plot gives us an idea about the distribution of main categories with state as “successful” & “failed” and overall.

#### 5) Normalized version: -



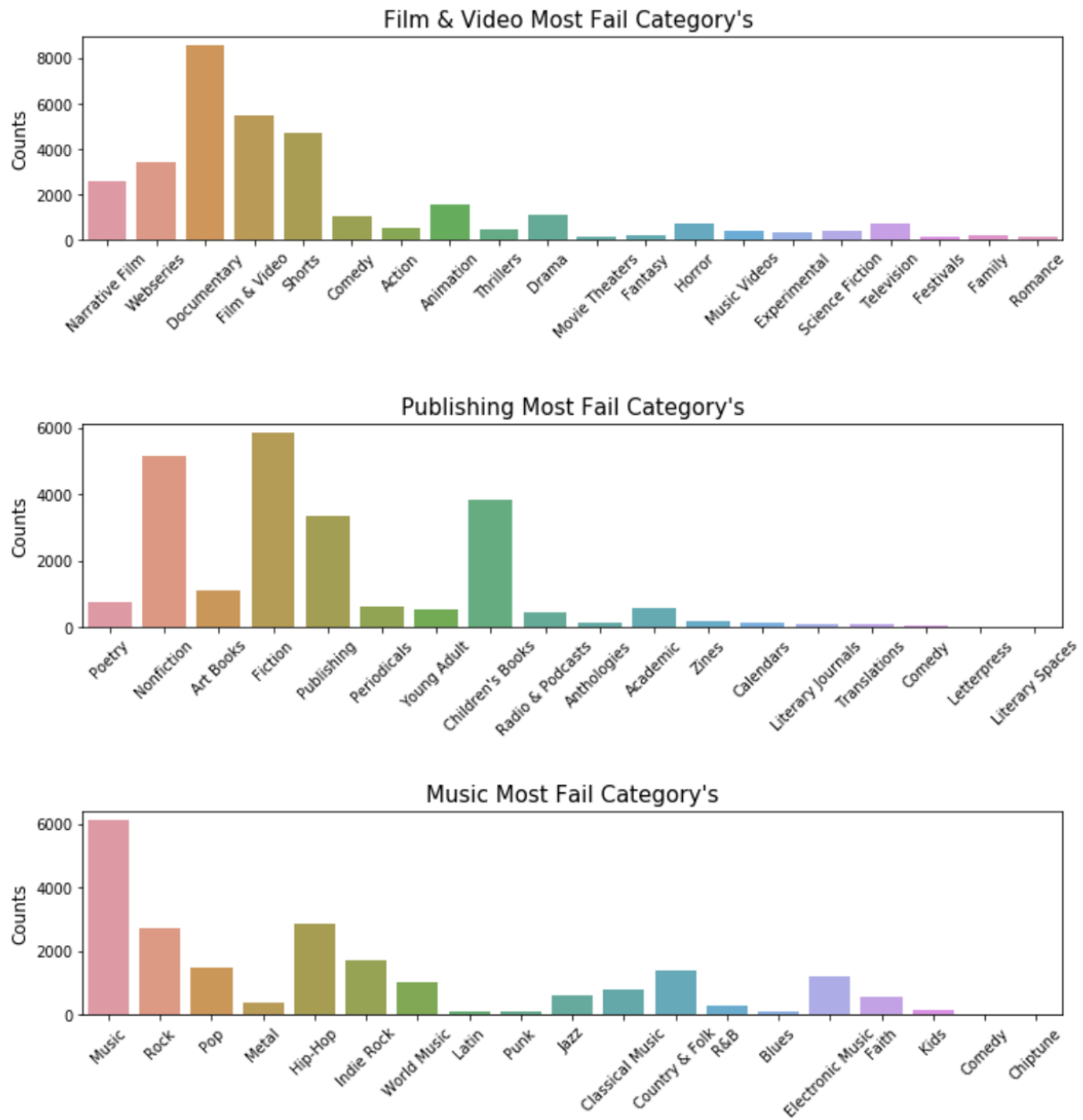
The following graph gives us the normalized distribution of the response column i.e. usd\_pledged\_real.

## 6) Distribution of sub-categories (successful): -



The above plot gives us the distribution of sub-categories of the top 3 successful categories.

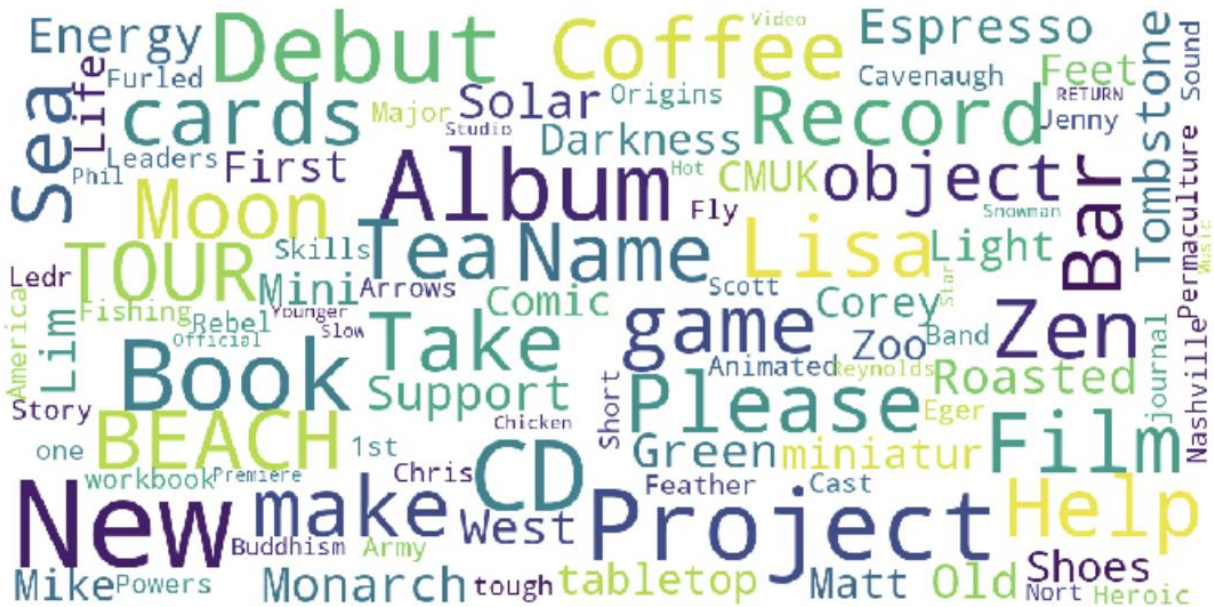
## 7) Distribution of sub-categories (failed): -



The above plot gives us the distribution of sub-categories of the top 3 failed categories.

### 8) Word Cloud: -

The below graph shows the most frequent keywords in the names of **successful** projects.



The below graph shows the most frequent keywords in the names of **failed** projects.





## 9) Conclusion: -

- The goal amount plays a huge role in the success and failure of the project.
- Music has the maximum frequency in the successful category.
- USA delivered the maximum no. of projects, and the most successful as well.
- We also need to note one thing that if the goal amount is more, backers will be skeptical in investing in the project, because backers will not be sure if the project would reach its goal.

### Most Successful project on Kickstarter

