# Executive Summary

Kickstarter is a crowdfunding service where more than 300,000 projects have been launched and over $2 billion has been raised successfully. Only a third of the projects made it through the funding process with a positive outcome.

Objective of this study is to analyze a database of 4,114 projects from Kickstarter to present recommendations for organizations planning to initiate a campaign on Kickstarter to achieve success based on available parameters.

# Data

Dataset contains the characteristics of 4,114 past projects obtained from Kickstarter website in excel format. Dataset does not have any missing values.

# Limitations of the dataset

More than 300,000 projects have been launched on Kickstarter. Our data set only includes 4,114 past projects. This sample data set would not be a good representative for population data since this data set includes only %1 of total projects.

# Methods used

Microsoft Excel is the only tool used for the analysis.

Dataset includes 4,114 project campaigns launched from May 2009 to March 2017 in 21 different countries in 13 different currencies with duration periods ranging from 1 day to 90 days.

The campaigns’ outcomes are analyzed based on the goals, parent categories, sub-categories, launch date. Additionally, campaigns’ outcomes are also analyzed based on the duration of conversion.

# Analysis

* The project campaigns with the goal of less than 1000 (in currency) more likely to be successful (%71 success rate). The project campaigns with the goal of more than 50000 (in currency) more likely to be failed (%59 failure rate).
* The project campaigns launched in the month of May is more likely to be successful (% 61 success rate). The project campaigns launched in the month of December is more likely to be failed (%47 failure rate).
* The project campaigns in the “music” parent category are more likely to be successful (%77 success rate).
* The project campaigns in the “rock”, “documentary”, “hardware”, “tabletop games”, “television”, “shorts”, “nonfiction”, “electronic music”, “classical music”, “pop”, “metal”, “radio & podcasts” sub-categories are more likely to be successful (%100 success rate). Sub-category of “Rock” has the highest number of campaigns launched (260).
* The project campaigns lasted for less than 20 days has a 71% success rate with 234 successful projects out of 328.

# Conclusions & Recommendations

Our sample data set only represents %1 of the population data. Given data set includes project campaigns launched in 21 countries, however, some countries have only 1 row of data available. Given data set is dominated by the data from 3 countries: US, Great Britain and Canada (3788 in total out of 4114). The analysis made based upon this sample would not be accurate. We need additional data to make a robust analysis.

On the other hand, project campaigns were launched in 13 different currencies. Having more data with the more representation of the project campaigns from all countries will allow us to make a better analysis by region so that we can give recommendations to the campaigners located in different countries. Retrieving a data of the locations and demographic structure of donors would also help us improve our analysis.

Taking into account all the limitations mentioned above, the analyzed data tells us that a campaigner would have better success rate if he/she launches the project in May for less than 20 days, targets a goal less than $1000, and in one of these categories: “music, theater, film&video, photography”.