***Observations & Insights reg. Kickstarter projects***

1. Analysis of data for project outcome by category
   1. Based on the count of project outcome type for each category: theater, music and film/video projects appear to enjoy the most success.
   2. Based on total project count, theater is by far the most crowded space; competition for Kickstarter funding is high for this category.
   3. By the same measure, journalism is the least crowded category; it is also very risky since all projects have been canceled for this category.
   4. A more suitable way to compare the success rate of various categories is to look at actual percentage of project outcomes; see chart 1 below.
      1. Looking at Chart 1, we can see that music, theater and film/video projects enjoy the three highest success rates, respectively.
      2. The percentage of project outcomes varies considerably by country; for example, Chart 1 looks very different for France, when data are filtered for this country. The US results, however, are more in line with global patterns.
      3. It makes sense to look at individual countries and regions for more relevant insights for decision making.
2. Analysis of data for project outcome by sub-category
   1. Based on the count of project outcome for various sub-categories, the number of plays-related projects by far exceeds other sub-categories:
      1. There are over 4 times the number of plays-related projects as compared to the next sub-category (rock-related projects). Hence, plays-related projects represent high level of competition for funding.
   2. By the same measure, plays, rock and documentary seem to enjoy the highest success rates.
   3. A more suitable way to compare the success rate of various sub-categories is to look at actual percentage of project outcomes; see chart 2 below.
      1. Classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcast, rock, shorts, table games and television sub-categories all enjoy 100% success rate.
      2. Art books, audio, science fiction and world music projects were all cancelled; all these represent risky sub-categories to fund via Kickstarter.
      3. The percentage of project outcomes for various sub-categories also varies by country.
      4. It makes sense to look at individual countries and regions for more relevant insights for decision making.
3. Analysis of project success rate by launch month
   1. There does not appear to be strong seasonality associated with project success rate; i.e., the percentage of pledged amount to project goal does not change significantly by month.
      1. However, all projects generate the lowest returns in December, likely due to holiday shopping season.
      2. Hence, December is not a good month to launch new projects.
4. Analysis of project outcome by goal amount (bonus)
   1. There appears to be a correlation between the goal amount and outcome: projects with lower goals enjoy higher success rate.
5. Limitations of Dataset
   1. This analysis is based on a subset of Kickstart project data. We looked at roughly 14% (4,115/300,000) of all Kickstarter projects.
   2. Demographics of Kickstarter donners is a major factor. People donating to Kickstarter projects are likely younger, more educated and with higher disposable incomes.
   3. As such, this analysis cannot be readily extrapolated to the broader Kickstarter projects, nor the general population.
6. Other possible tables/graphs/analysis
   1. Charts 1 and 2 are the two additional graphs I used for my analysis above. Please refer to notes under 1d and 2c on previous pages.
   2. For the bonus question, I conducted a regression analysis to validate my hypothesis reg. a correlation between goal amount and outcome: successful projects with lower goals achieve higher success rates.
      1. I added a column called “Average Goal” (column J) to the end of table in Bonus tab. This column contains the average goal amount for successful projects in each range of goal amount. I calculated the average using SUMIFS and dividing by the respective number of successful projects.
      2. I then ran a regression on columns J and F with the first one as the independent variable (X range) and the second one as the dependent variable (Y range). R square is 0.73 which confirms there is correlation between these two variables. P-value is well below 0.05 which indicates that this correlation is not by chance.
      3. Results of this regression analysis are captured in the tab titled “Regression Analysis Results”.