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GW Boot Camp

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Kickstarter

Overview of Project

Crowdfunding is the practice of funding a project or venture by raising small amounts of money from many people, typically via the [Internet](https://en.wikipedia.org/wiki/Internet). The purpose of this analysis to find whether there are any specific factors that makes a crowdfunding campaign successful. The dataset contains different information’s for eight years.

Analysis and Challenges

The biggest challenge for me during this analysis is that the data was not making sense to me. Because this is my first time doing this kind of analysis and report. Besides, it was very hard for me to decide which variable determine the outcome. I wish there is one class in the future about how to decide the variable that decide the outcome and how to do the written analysis part.

Results

The crowdfunding campaign was successful on “theater” category. According to the analysis, theater category campaign launch date has significant impact the outcome. The campaign was successful in between May to September based theater category. The following figure shows the outcome of the campaign achieving the goal based on the launch date.

Chart, line chart

Description automatically generated

*Fig. Theater outcomes-based on launch date*

The other point to mention according to my analysis is that the campaign did not achieve its goal on the “plays” category, the following graph shows this.

Chart, line chart

Description automatically generated

*Fig. Campaign outcome based on goal.*

Other chart could be drawn for the analysis was, the following graph to show the success level of all categories to easily show the outcome.

Chart, bar chart

Description automatically generated*Fig. Outcome of all categories*