**Kickstarter Market Analysis**

**Background**

Kickstarter is a massively successful crowdfunding platform that has been used to raise over $2 Billion Dollars. Despite this achievement, not every project results in a positive outcome. Only one-third of the nearly 300,000 crowdfunding projects launched on Kickstarter can boost of successful funding.

The premise of Kickstarter is that a project must meet or exceed their initial funding goals to retain the crowdsourced monetary funding.

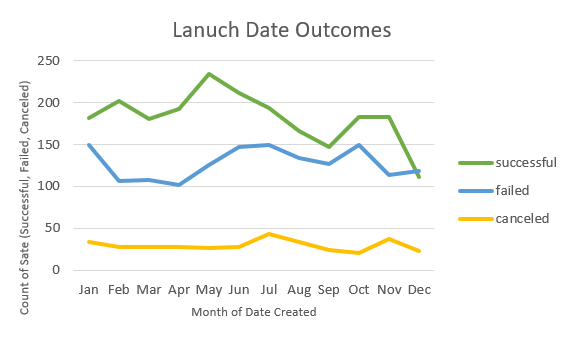
**Objectives**

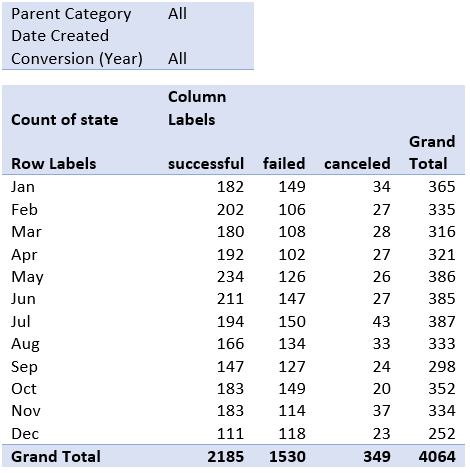
A database containing over 4,000 past projects would be organized and analyzed to better understand the market trends behind successfully funded Kickstarter campaigns.

**Conclusions**

Overall, out of a total of 4,064 completed Kickstarter campaigns, over half were successful (53.8%), while a little over one-third failed (37.6%) in raising or exceeding their initial funding goals. Another portion of projects were canceled (8.6%) before reaching the end of the funding process. In analyzing launched date outcomes successful campaigns comes to a peak around May before experiencing a decline into the month of December. Throughout the year, the data showed a noticeable gap in successful and failed campaigns until outcomes narrow down in September and finally intersect in December. The number of failed projects surpass the number of successful projects during the month of December. Maybe looking farther into the correlation data for percent funded between the highest and lowest counts for the state of success might give more insight to whether or not there is a lack of crowdfunding success in the last month of the year. Regardless, it would be safer for perspective campaigners to avoid a December launch date for their respective crowdfunding endeavors on Kickstarter.

An additional pivot line chart for launch date outcomes with the exclusion of the most popular category, theater (33.8%), would shift the peak of successful campaigns towards January through March, allowing for the data to be analyzed without being biased towards the largest industry in the dataset.





After visualizing the data for assigned Kickstarter project categories in a stacked column pivot chart, it seems that the demographic breakdown for industries with the most project funding submissions are theater (33.9%), music (17.0%), technology (14.6%), and film & video (12.6%). Food, games, photography, and publishing are less represented in dataset at (4.7%, 5.3%, 5.3%, and 5.7%) respectively. Journalism (0.6%) is the industry with the least project submissions at only 24 campaigns, all of which were canceled. While the population size of the given dataset is likely too small to test for statistical significance, one could still infer from the industry demographics, that journalism campaigns would have a tougher time reviving funding on Kickstarter.

