

Kickstarter Analysis

Kickstarter, while a great platform for fundraising, is not the best solution for all fundraising campaigns. For instance, the platform sees most successful outcomes for Film & Video, Music, and Theater projects. The rest of the categories see many of their fundraisers either failing or canceling before the deadline has been reached.

While this dataset is large it is however limited, being only roughly over 1 percent of all fundraisers started on the platform. With a larger dataset, some of these trends may seem less dramatic and may even change the outcome of the analysis.

Another graph to use would be one that compares successful campaigns and their number of donors. This would allow us to see 'enthusiasm' or engagement with certain categories of fundraisers and be able to make a more accurate prediction of whether starting a Kickstarter campaign would bring enough donors to the table to meet a campaign's goal. This could also be expounded upon to see average donations in certain categories and subcategories.