

# KICKSTARTER REPORT

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## Background

Over \$2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. In this report, we will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends and finally provide a recommendation that will most likely result in a successful kickstarter campaign

## Data cleansing

In order to use the dataset to analyze, we first clean and organize the data into more user friendly data. We did some text cleaning to split category and sub-category. This will help with later analysis. Unix timestamp was converted into a human friendly data. We also did some basic feature engineering to calculate average and percent funded. Conditional formatting was applied to make the insights more obvious.

## Analysis

By using pivot tables and data visualizations, hidden trends were identified. The pivot grouping by category shows that project in music category has the highest chance to be successful (77%), the next are theater (60%) and film & video (58%). While the field of journalism has no chance of being successful in the past (0%). Food projects are also very likely to fail.

Similarly, the pivot table and chart grouping by month show that projects start in May has the highest chance to be successful (61%) than starting in any other months of the year. December is not a good month to start the project because the chance to be successful if started in this month is only 44%

The staff pick is an important factor contributes to the success of a project. The pivot chart shows that the project that picking their own staff are more likely to be successful.

The most critical element for project's success is the spotlight. The projects that has spotlight has 100% being successful while the those without spotlight is certainly failed or cancelled (100%) as shown in pivot table,

## **Limitations**

There are few limitations in this analysis:

- The dataset may not be big enough to draw a conclusion for all projects in general. The results found here may be biased since the dataset might not represent the population very well.
- The data collected might have flaws and mistakes.
- There are missing variables in the datasets that might contribute to success
- Time constraint limits more exploration of dataset

## **Conclusion and recommendations**

From the above analysis, we recommend that a kickstarter campaign needs to have spotlight to be successful. The projects in the field of music, pick their all staffs and start in May are the most likely to be a success. However, many other analysis could be done to get more insight of the dataset. We recommend analyze the project by country, length of projects (between launching date to deadline date and backers count).