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Kickstarter Crowdfunding Service Data Analysis

Background information: Kickstarter is a crowdfunding service that allows people to create a campaign to raise funds for a creative project. Over 200,000 projects have been funded since 2009.

Objective: Identity the type of project that would most likely get launched successfully and fully funded.

Data Overview: Our raw data contains information detailing the status of the projects such as successful, live, failed or canceled. Other data columns include Categories, and Subcategories of the type of campaign which shows which type of creative project people support the most. The launched date included helps to analyze any seasonality in patterns of data. Moreover, the data includes the percent funded of each project which shows how much over or under the goal the project was funded.

Data Insights and Recommendations:
To begin, the data shows that the most successful categories include the Music category at 77% successful, the Theater category at 60% successful and the Film & Video at 58% successful. Theater and Film & Video had failed projects at about 35-36% while Music only had 17% failed.
In the subcategory data, we see that in Film & Video, documentaries were the most successful with 164 projects out of 164 that were successful (100% successful). Within Music the subcategories of Rock and Indie Rock had the most success with 240 Rock projects out of 240 were successful (100%). While Indie Rock had 138 project out of 158 that were successful (87%). Theater had 525 project out of 912 that were successful (57%).
As far as launch dates, the most success was seen during the months of April (63% successful) and May (62% successful). With a decline in late summer and early fall in the U.S.. There was another small peak in November (57% successful) with a decline in December (48% successful).
Other possible tables and graphs that can be created include a chart and table that shows difference of successful projects between and across the years. With this we can see how the age of the data has affected categories and subcategories. I would also make a chart and graphs related to the Staff Picks to see how that identifier affects the data.

Bias and Limitations:
Some limitations include the age of the data and the fact that the data is skewed based on the Staff Pick data.

Call to Action: I recommend that the most likely to be successful project would be a Music Project in the Subcategory of Rock. This project should be launched during the months of April or May for the most success.