To: Wash U Bootcamp Instructors & Staff

From: Erica Unterreiner

Title: Unit 1|Assignment – Kickstart My Chart

**Background:**

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

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. The objective is to analyze a database of four thousand past projects in order to uncover any hidden trends.

**Facts:**

The data set contains 4,114 rows (or records) of data. Overall, there were 2,185 (or 53%) successful Kickstarter campaigns that reached or exceed their stated goal in this sample.

**Questions:**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. What are some of the limitations of this dataset?
3. What are some other possible tables/graphs that we could create?

**Analysis:**

See Excel workbook titled StarterBook

**Conclusions:**

*Question 1:*

1. Within the analyzed dataset, projects under the parent category of “Theatre” occur the most.
2. Based on the dataset, success rates peak in the month of May.
3. Music projects (with the exception of the sub-categories Jazz and Faith), appear to enjoy 100% success rates regardless of the fundraising time period.

*Question 2:*

* There was no metadata provided with the data set leaving the analyzer to assume the meaning of the columns of data.
* The data set may not be representative of the whole because it has an average success rate that is higher than described for the whole population.

*Question 3:*

* The impact of duration of campaign on outcomes
* The country with the most success (would need to define success insofar as some countries have a 100% success rate but may only have posted one or two total Kickstarter campaigns)
* Success rate comparing campaigns with and without staff pick