Kickstarter Analysis Proposal
10/9/2020

The laureates: Farzeen Najam, Olivia Olsher, Vincent Liu, Emilie Therrien

Introduction

The introduction section includes an introduction to the subject matter you're investigating, the motivation for your research question (citing any relevant literature), the general research question you wish to explore, and your hypotheses regarding the research question of interest.

Data description

In this section, you will describe the data set you wish to explore. This includes a description of the observations in the data set, a general description of the variables in the data set, and a description of how the data was originally collected (not how you found the data but how the original curator of the data collected it).

Glimpse of data

```
library(tidyverse)
```

```
## -- Attaching packages ------------------------------------------------------------- tidyver
```

```
## v ggplot2 3.3.2.9000     v purrr   0.3.3
## v tibble  2.1.3          v dplyr   0.8.5
## v tidyr   1.0.2          v stringr 1.4.0
## v readr   1.3.1          v forcats 0.4.0
```

```
## -- Conflicts --------------------------------------------------------------------- tidyverse_con
## x dplyr::filter() masks stats::filter()
## x dplyr::lag()    masks stats::lag()
```

```
kickstarter = read_csv("data/ks-projects-201801.csv")
```

```
## Parsed with column specification:
## cols(
##   ID = col_double(),
##   name = col_character(),
##   category = col_character(),
##   main_category = col_character(),
##   currency = col_character(),
##   deadline = col_date(format = ""),
```

```
##   goal = col_double(),
##   launched = col_datetime(format = ""),
##   pledged = col_double(),
##   state = col_character(),
##   backers = col_double(),
##   country = col_character(),
##   `usd pledged` = col_double(),
##   usd_pledged_real = col_double(),
##   usd_goal_real = col_double()
## )
```

```
glimpse(kickstarter)
```

```
## Observations: 378,661
## Variables: 15
## $ ID               <dbl> 1000002330, 1000003930, 1000004038, 1000007540, 10...
## $ name             <chr> "The Songs of Adelaide & Abullah", "Greeting From ...
## $ category         <chr> "Poetry", "Narrative Film", "Narrative Film", "Mus...
## $ main_category    <chr> "Publishing", "Film & Video", "Film & Video", "Mus...
## $ currency         <chr> "GBP", "USD", "USD", "USD", "USD", "USD", "USD", "...
## $ deadline         <date> 2015-10-09, 2017-11-01, 2013-02-26, 2012-04-16, 2...
## $ goal             <dbl> 1000, 30000, 45000, 5000, 19500, 50000, 1000, 2500...
## $ launched         <dttm> 2015-08-11 12:12:28, 2017-09-02 04:43:57, 2013-01...
## $ pledged          <dbl> 0.00, 2421.00, 220.00, 1.00, 1283.00, 52375.00, 12...
## $ state            <chr> "failed", "failed", "failed", "failed", "canceled"...
## $ backers          <dbl> 0, 15, 3, 1, 14, 224, 16, 40, 58, 43, 0, 100, 0, 0...
## $ country          <chr> "GB", "US", "US", "US", "US", "US", "US", "US", "U...
## $ `usd pledged`    <dbl> 0.00, 100.00, 220.00, 1.00, 1283.00, 52375.00, 120...
## $ usd_pledged_real <dbl> 0.00, 2421.00, 220.00, 1.00, 1283.00, 52375.00, 12...
## $ usd_goal_real    <dbl> 1533.95, 30000.00, 45000.00, 5000.00, 19500.00, 50...
```