**Unit 1: Kickstarter Projects**

**Key Findings**

1. There were 4,114 projects spanning across countries and industries between 2009 and 2017. Fifty-three percent of projects sampled were successful. A majority of them (77 percent) were in theater, music, film & video. Only 10 percent of tech projects succeeded.
2. A project’s chance of success is negatively correlated with its initial goal amount. Conversely, the number of backers is positively associated with a project’s chance of success.
3. Sixty-three percent of all projects (or 2,608) had a goal amount of less than $10,000.

**Data Limitations**

1. The sample size is fairly small with only 4,114 observations.
   1. The bulk of projects are based in the US and UK.
   2. There are no examples from South America (Brazil, Chile, Argentina), Middle East (Israel), and Africa (South Africa, Kenya, Ghana). Is this a sampling issue?
2. There are some outliers or possible data entry errors.
   1. In some cases, the goal amount is reported as zero.
   2. In other instances, no data is available for amount pledged.
   3. How do we treat missing values?
3. Variable definitions would have been helpful.
   1. For example, how is “live” defined? What do “spotlight” and “staff\_pick” mean?
   2. Depending on the definition of “live”, could we have rolled up “live” and “successful” into one category? Similarly, could we have combined “failed” with “canceled” into one group to compare?
   3. It is unclear if goal and pledged amounts are reported in U.S. dollars or in Local Currency Units. Column C seems to suggest values are in Local Currencies.

**Additional Considerations**

1. Predict success rate using project features such as category, number of backers, goal amount, and country of origin.
2. Do a cross-country analysis using various metrics, e.g. number of projects, number of backers, total amount pledged, success rate and average duration of campaigns.