Kickstarter is a popular crowdfunding platform since the purpose of this project is predicting the success or failure of a campaign at the time of launch.

The Kickstarter project started with having a campaign, setting funding goal, launch date and deadline date. If the Kickstarter project doesn’t receive enough funds (pledges), that project will be cancelled.

This particular Kickstarter project fall into nine categories (Film & Video, Food, Games, Journalism, Music, Photography, Publishing, Technology and Theater) and 41 subcategories.

A few limitations that I noticed are, Reward program (points, deals) for the advocates, number of interested such as remind me later or they were interested, buying option at the time of at the time of campaign instead of waiting, also being able to sell right after the campaign ends.

Other possible tables or graph that we could have created are average of project duration, category vs success rate, map graph for better visualization.

If one were to describe a successful crowdfunding campaign, most people would use the number of campaign backers as a metric of success. One of the most efficient ways that data scientists characterize a quantitative metric, such as the number of campaign backers, is by creating a summary statistics table.