Kickstarter Project

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1. Overall, projects in the music category have the highest rate of success while projects in the food category have the highest rate of failure. Projects tend to see increased rates of failure as initial target goal increases. We can’t draw any definitive conclusions about whether start month has any effect on project success.
2. Since there is no limit to how much a person can donate, we can’t be sure if some of the projects were successes only because of one individual’s large donation. The data did not convert currencies to the same standard, and with the data spanning over a decade during which inflation and exchange rates all fluctuated, this fact could result in substantial error in the success rate by initial target goal analysis. Additionally, the descriptions of the projects don’t allow us be certain about the individual reasons why they succeeded or failed; for example, some of the technology projects might have failed because potential donors didn’t completely like the execution despite the project addressing a market need.
3. A percent funded by category chart could help us to understand what gets donors excited about certain projects. Comparing success rate to whether or not it was a staff pick would be interesting, and going on to see if we could discover a relationship between category or target goal and what effect that has on making the project a staff pick.