Unit 1 | Assignment – KickStart Analysis

This document is an interpretation of a database from KickStart in order to uncover some hidden trends. The data includes over 4000 projects over 2009-2017 with various data points such as categories, financial information, and timing.
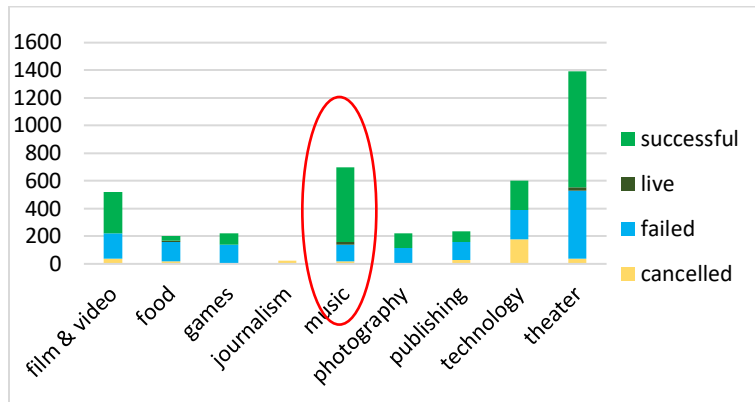

Figure 1.

When broking down the data across the various categories it can be observed that projects under the '**Music**' category are the most likely to succeed. As clearly indicated in the graph above (*Figure 1.*) the ratio of '**Successful**' (green bar) vs '**Failed**' (blue bar) indicates a much higher percentage of successful projects under the '**Music**' category than for any other category.
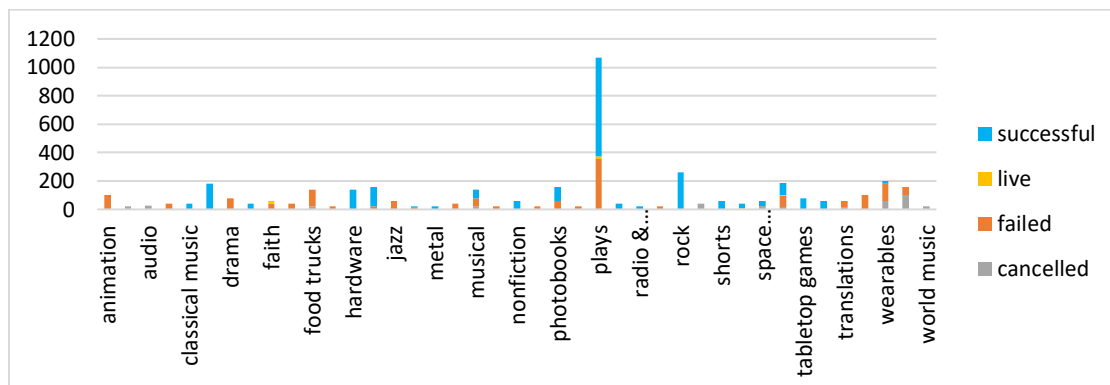

Figure 2.

As seen in the distribution chart above (*Figure 2.*) the vast majority of projects belong to the sub-category '**Plays**'.
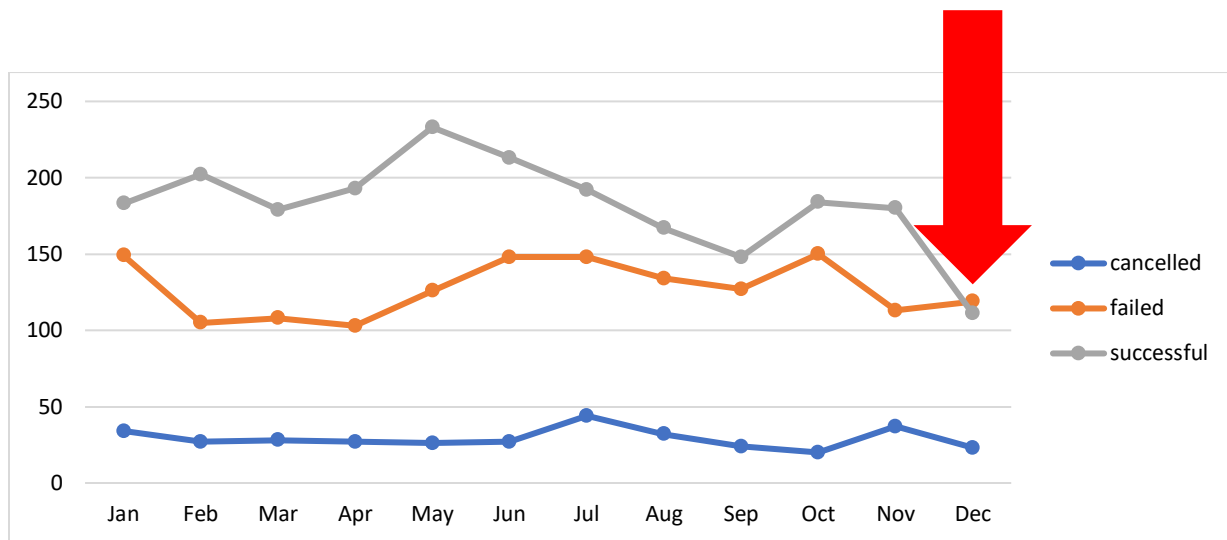
Figure 3.

Unsurprisingly, the line chart above (*Figure 3.*) shows that the Xmas period is the time of the year least likely for projects to be successful. The intersection of the '**successful**' and '**failed**' lines is a visual indication of this trend.
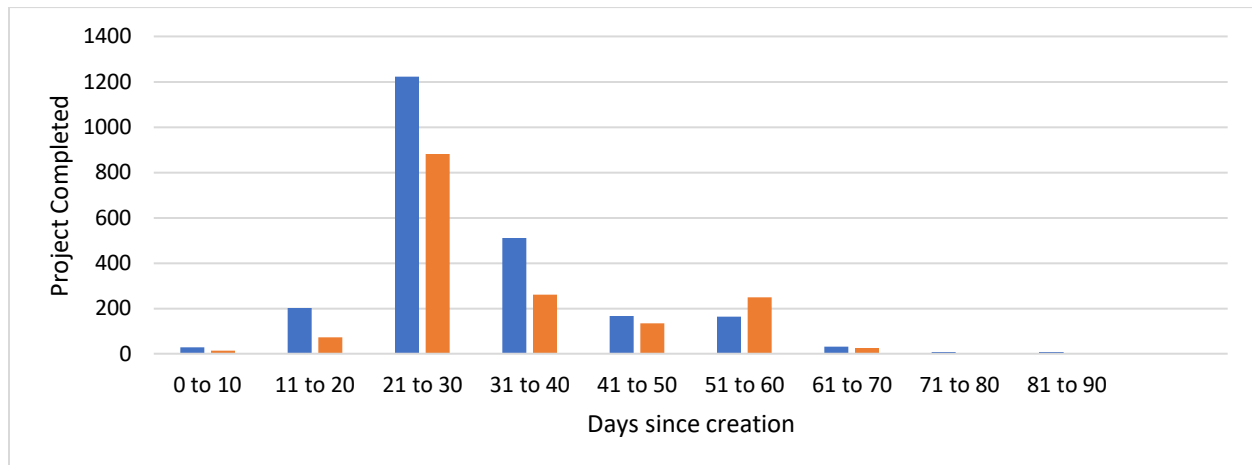

Figure 4.

Figure 4 shows the count of projects that succeeded or failed over incremental periods of 10 days. Various trends can be observed; a) projects after 50 days are most likely to fail, b) the majority of projects are targeted within the '20 to 40 day's range, c) projects between 11 to 20 days are the most likely to succeed.

A possible interpretation could be that KickStart investors are more likely to go for projects when there is time pressure. The longer investor can think about a specific project in which to invest the least likely is for them to commit.

There are key factors in KickStart not quantified in the database which could alter the results of this analysis and produce a more accurate interpretation.

For example, some of these additional key factors that are not been taken into consideration are:

- Does the project submission include a video? Y/N
- Does the video include people? Y/N
- Are the people in the video men or women or both? M/W/Both