

## Kickstarter Report

### 1) Overview:

Over \$2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

In this report I will conduct a relevant and functional analysis of kickstarter campaigns to come up with insights about the trends in this campaign. This will also identify both staff and projector creator behaviors that can affect the outcome of the campaign.

### 2) Data and Model

Data cleansing : Calculated the average donation and percent funded with formula for easier evaluation of backer funding. Colored the state and percent funded. Separated the category into sub and parent category. Standardized and parsed the unix timestamp.

Model and results: With pivot chart and statistic graphs, we found US dominates all the categories, following with GB, then CA as 3<sup>rd</sup> place. May and year 2015 has most projects creators and successful ones as opposed 2017 with least. Might be the reason this is report generated from 2017 during the event. Theatre has the most success no doubt.

### 3) Limitation and Bias

In this campaign there are some projects with low goal bucks to fund that result in higher successful rate. If the goal setting has threshold the result may vary.

### 4) Future work

With below scatter chart, we found the lower donation from the backers would have a lot higher successful rate and can be recommended for future project creators.

