# KickStarter Analysis Summary

By

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## Data Analyzed

‘The Kickstarter data includes X,000 projects over X years. The dataset includes information of projectst that were initiated, if they succeeded, failed, were canceled or are ongoing (live). It also includes details regarding the target funding, amount pledged and funding:

## Key Conclusions

As show in the charts below, three main conclusion that can be drawn are:

1. Most kickstart projects are successful, but the difference between successful (53%)l and failed or canceled projects (37%+6%) is small.
2. Most Kickstarter projects are initiated in the U.S.
3. Plays are the most common sub-category of kickstart projects

## Limitations of Dataset

There are multiple limitations to the dataset:

1. Kickstarter is not the only crow funding site and does not represent the universe of crow-funding options. It cannot be used to draw universal conclusion about the type of project that crowdfunded. Any conclusions are local to KickStarter.
2. Any conclusions about funding need to be qualified due to differences in currency. Any comparison of contribution amounts (e.g., the average contribution) are not valid until pledges are converted to similar currency.
3. The data is censored. Some of the projects were canceled. They may have canceled because they were failing or due to some other reason. The analysts has to make a judgement call on whether to include or exclude canceled events.

## Additional Charts and Graphs

Many additional charts can be produced. Below are a couple of examples.

1. Outcomes (states) in different countries by parent category
2. Typical funding over time for projects that were and were not spotlighted