Successful Kickstarters

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Business Question
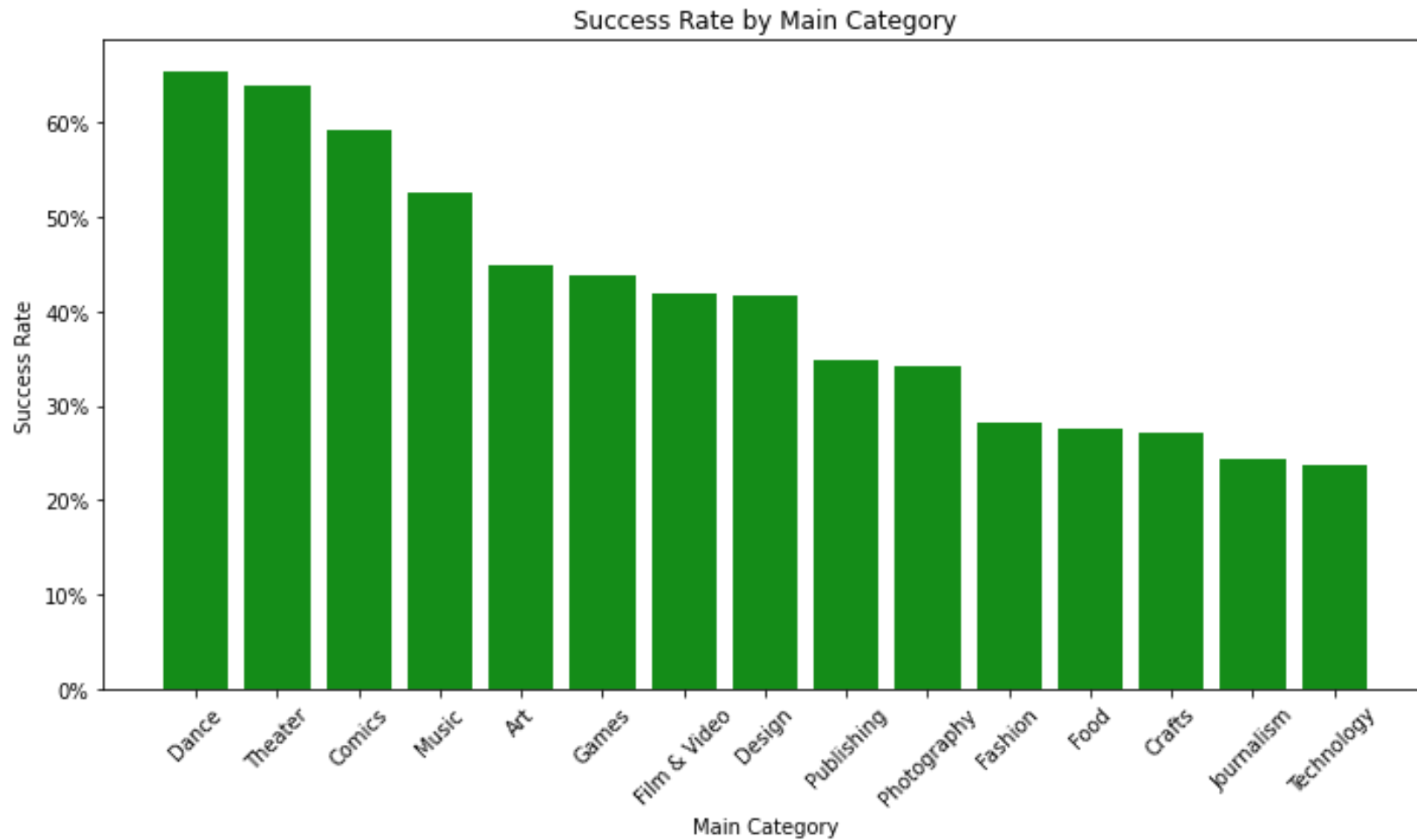
$ **What makes a Kickstarter project successful?**

This project aims to:

* Analyze the factors that could lead to successful projects

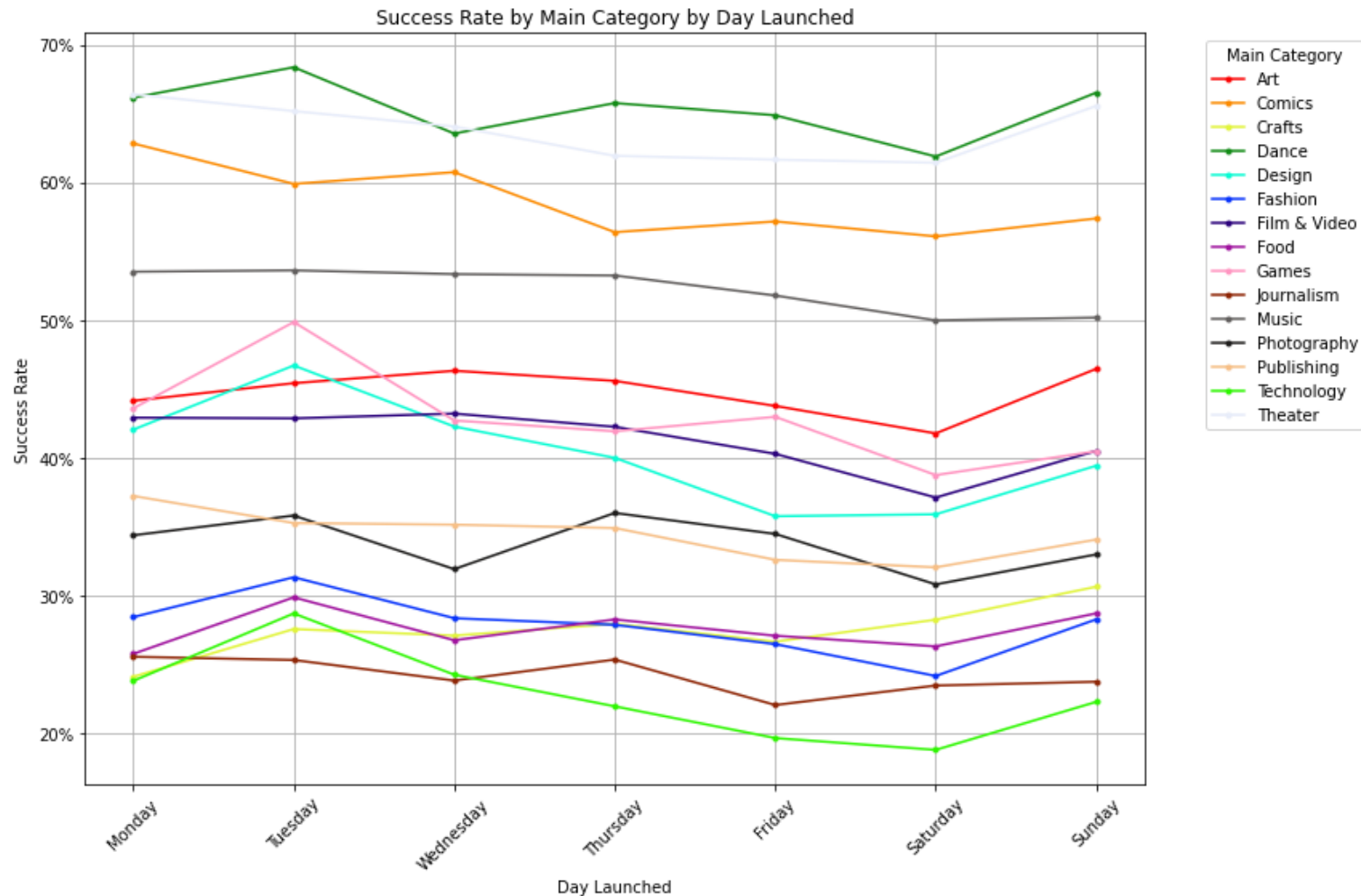* Help anyone that may want or need to start a Kickstarter fund

Data (After cleaning)

- Dimension: 331445 rows, 18 columns

- Source: https://www.kaggle.com/datasets/kemical/kickstarter-projects?select=ks-projects-201801.csv

- Variable names: ID, project_name, main_category, sub_category, country, currency, goal, pledged, usd_goal_real, usd_pledged_real, backers, project_result, launched, deadline, length_of_project_days, year_launched, month_launched, day_launched, name_char_length
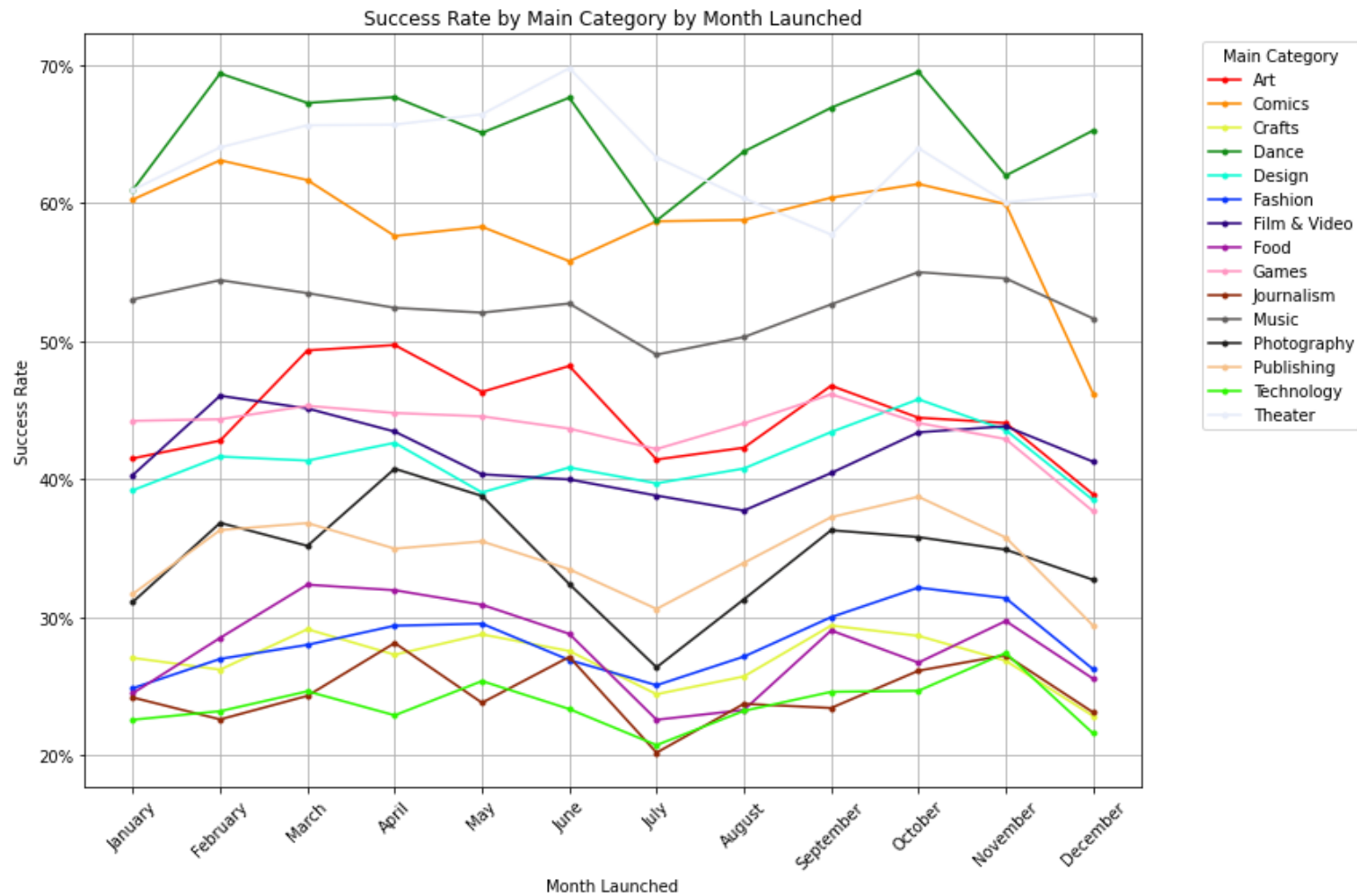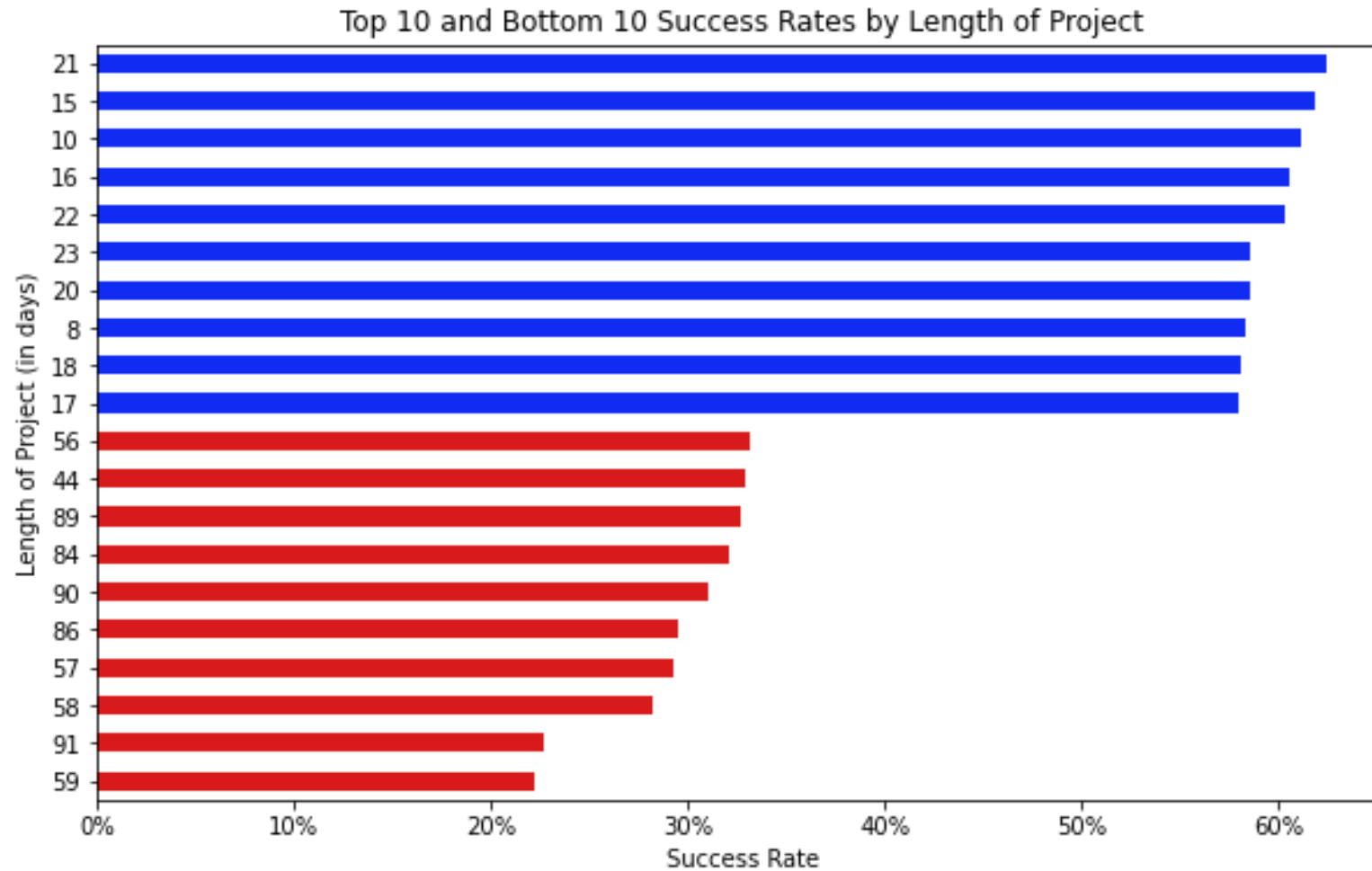
Exploratory Data Analysis

Success Rate by Main Category

Exploratory Data Analysis

Success Rate by Main Category by Day Launched

Exploratory Data Analysis

Success Rate by Main Category by Month Launched

Exploratory Data Analysis

Top 10 and Bottom 10 Success Rates by Length of Project

Exploratory Data Analysis

Top 10 and Bottom 10 Success Rates by Name Length
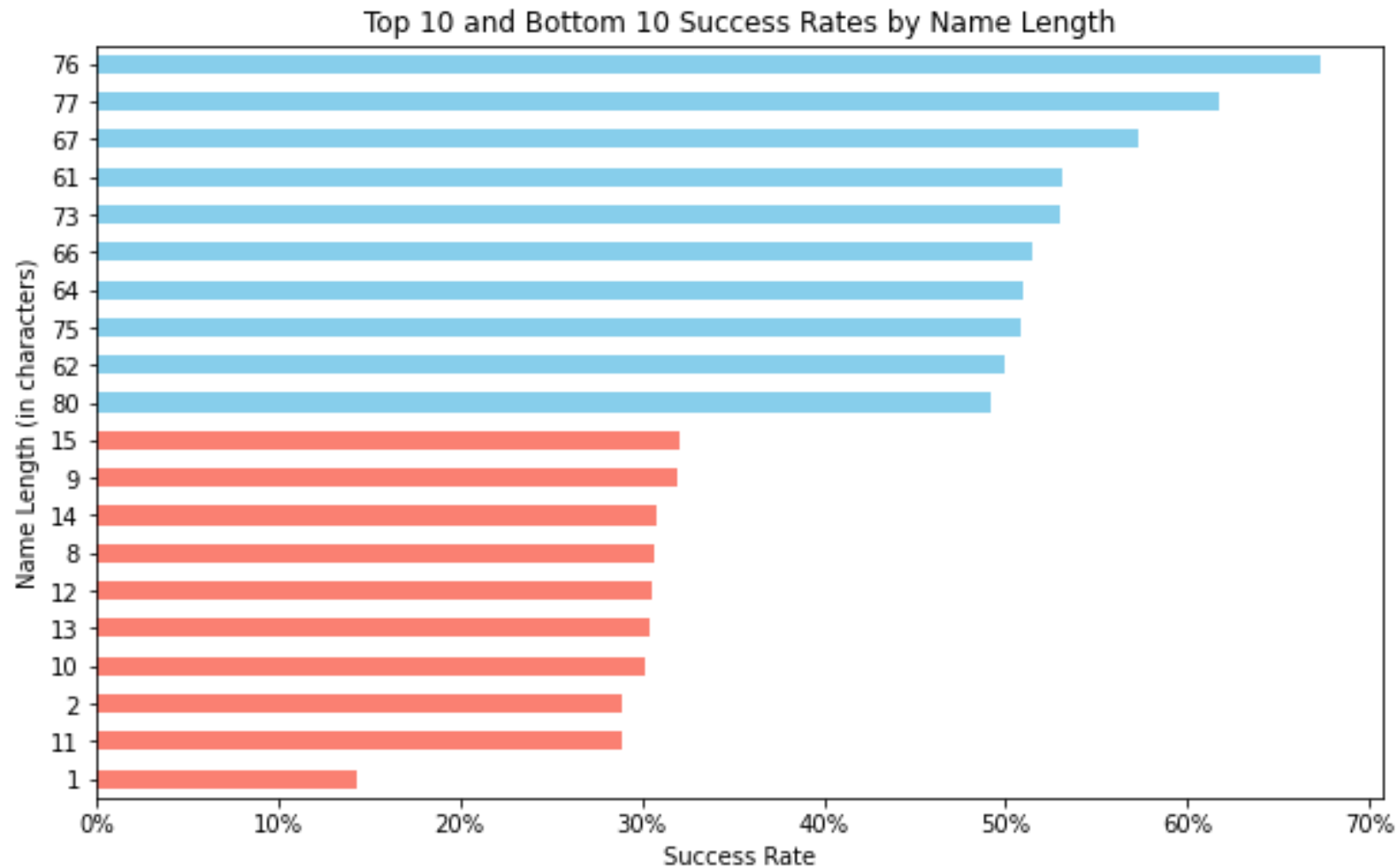
Conclusions

- Main categories over 50% successful:
  - Dance, Theater, Comics, Music
- Most successful day of the week to launch:
  - Tuesday
- Most successful months to launch:
  - March and April
- Most successful # of days between launch date and deadline:
  - Around 14 to 21 days
- Most successful # of characters in project name:
  - Between 60 and 80

- Main categories under 30% successful:
  - Fashion, Food, Crafts, Journalism, Technology
- Least successful day of the week to launch:
  - Saturday
- Least successful months to launch:
  - July and December
- Least successful # of days between launch date and deadline:
  - Around 60 to 90 days
- Least successful # of characters in project name:
  - 15 or less