**Kickstarter Project Success Analysis**

**Background**

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.

*Source: Excel Homework:* [*Kickstart My Chart ReadMe*](https://smu.bootcampcontent.com/SMU-Coding-Bootcamp/SMU-DAL-DATA-PT-11-2019-U-C/tree/master/02-Homework/Instructions)

*Resource(s):* [*Kickstarter Basics*](https://help.kickstarter.com/hc/en-us/articles/115005028514-What-are-the-basics-)*,*

**Decompose the Ask**

…so many organizations spend months looking through past projects in an attempt to **discover some trick for finding success**. …organize and analyze a database of 4,000 past (Kickstarter) projects in order to **uncover any hidden trends**.”

* Over $2 billion has been raised (using the Kickstarter) crowdfunding service
* not every project has found success
* …more than 300,000 projects launched… only a third (~100,000) have made it through the **funding process** with a **positive outcome**  
  + Getting funded on Kickstarter requires **meeting or exceeding the project's initial goal**

*Need to define ‘positive outcome’.*

*Organization finding projects that should be successful? Yes*

*Projects that are likely to be funded? Yes  
  
Is the given 4,000 record database a significant sample?*

**Identify Data Sources**

Given: StarterBook.xlsx

**Define Strategy and Metrics**

**Build Data Retrieval Plan**

**Retrieve the Data**

**Assemble and Clean**

**Analyze for Trends**

**Acknowledge Limitations**

**Make the Call or Tell the Story**