

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.

I will organize existing Kickstarter campaign data and identify trends for finding success in any given campaign. My findings will result in recommendations for success for new campaign attempts.

Data Cleansing:

I implemented feature engineering to calculate average and percent funded for campaigns among nine different categories.

I did some text cleaning to split categories and sub-categories independent of each other.

I did some date parsing to convert unix timestamping into human-friendly data.

I used conditional formatting to better draw attention to the pertinent details of said data.

Analysis:

By using pivot tables and data visualization, I identified the following trends:

1. US has the most campaigns (by count)
2. Theater has the most success (by count)
3. May has the most success (by count)

Limitations:

The data skews heavily from campaigns in the US. A new analysis should be made to broaden the data to other international countries.

Future Work:

Make a predictive model. Look at regression. Do the bonus work.