Kickstarter Report

**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 use this data to analyze if there are specific trends that lead to more successful projects. Based on my analysis, I will give a recommendation on the steps needed to increase the chance of starting a successful kickstarter project.

**Data Cleansing:**

The kickstarter data was provided to me, but not all of it was initially in a useful form. To start, I created conditional formatting that would change the color of the cells based on the state of the project. This allows us to quickly determine the state of different projects. I then created additional fields that calculated the percentage that each project had funded and the average donation per project. I included a color scale on the percent funded to easily see how well the projects had done against their initial goal. I also split up category and sub-category into separate fields so that we could analyze projects at both levels. Lastly, I converted the start and end dates from the unix timestamps into a form that is easily understood.

**Analysis:**

To perform my analysis, I created multiple pivot tables and data visualizations that showed the counts of the different states of projects by category, sub-category, and start-date.

**Conclusions:**

Based on my analysis, I concluded that the most successful projects by count are ones that are categorized as “Theater,” “Film & Video,” and “Music.” I was also able to conclude that projects started in May were the most successful, while projects started in December were actually more likely to fail than they were to succeed. A possible reason for this is that people are less likely to back projects during the holiday season as they are using their disposable income in other ways. Lastly, based on the bonus chart, I was able to conclude that the lower the initial goal, the more likely it was that a project would be successful. Conversely, as the initial ask increased, there was a higher likelihood that the project would fail.

**Limitations:**

A limitation of this data set is that of the approximately 4,000 projects analyzed, close to 75% of them were US based projects. While this may mean that we can draw better conclusions for projects started in the United States, we might need more data to better analyze if there are different trends that impact the success of global projects.

**Future Work:**

During my analysis I did not look into every possible field in relation to successful vs. failed projects. It could be beneficial to create additional tables and charts that show the state of projects based on whether they were spotlighted or a staff pick. It could also be beneficial to look at the percentage of successful projects by category and sub-category rather than just looking at the total count of projects.