Kickstart Project

# 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.

# Conclusion Based on the Analysis

1. Firstly, the projects were categorized based on their status to figure the outcome. As a result of this analysis, theater had highest number of projects, followed by Music due to the overall number. But the success rate of Music topped overall followed by theater then film and video.
2. To go into details, sub categories were also analyzed to see it’s relationship with the outcome of the overall project. Based on our stacked bar chart, highest number of successful cases come from Play while the following three sub-categories which has lower cases compare to play, they have 100% success rate. On the other hand food trucks, animation and video games holds 0 cases of success, either they failed or got canceled.
3. Time based analysis represented by the line graph shows from Jan to June projects had higher success rate

# Limitations

1. Lack of information about location, campaigners, type of campaign, funders and other resources
2. Sample size of the Data set compare to overall number of Kickstart projects
3. Track of the state on every case if Failed, succeeded or canceled

# Other Analysis

1. Location, constituency of both the campaigners and backers
2. Relationship between backers and the project ( to see a trend)
3. More info about backers (interest, relation, goal)