|  |
| --- |
|  |
| **OBSERVATIONS**:-   * Out of 9 categories, mainly 4 categories have most number of total projects: **technology** and performance arts (**theater**, **music** and **film & video**). * Most number of **successful** projects are observed in **theater** * Only 3 categories currently have projects in **live** state. 24 in theater, 20 in music and 6 in food. * Journalism had 24 project cancellation, with zero successful projects. * While theater has most number of successful projects, it also saw high number of **failed** projects as compared to the remaining eight categories   Technology saw highest number of **cancellations** of projects, resulting in a total of 178 cancellations. |

|  |  |
| --- | --- |
|  | The sub-category plays dominated in theater category with approximately **700 successful** projects in the sub-category with a **completion rate of ~65%** in the sub-category. |
|  | Documentary is the most successful sub-category in film & video with all **180** projects completed resulting in **100% successful** projects in the sub-category. Shorts and television both have **100% successful** record with **60 successful** projects in each sub-category. |
|  | Multiple sub-categories have **100% completion rate**, while rock and indie rock see the most number of successful projects.    Sub-category faith currently has **20 live projects**, but these may fail due to the past record of the same sub-category (**40 failed projects**) |
|  | Sub-category hardware had **140 successful** projects with **100%** completion rate in the sub-category.  While wearables and web projects saw more traffic, a high number of the projects were either **canceled** or **failed**. |

|  |  |
| --- | --- |
|  | Out of the total 4114 Kickstarter projects, **3038 were started in US (74%)**.  **15%** of the total projects originated from **Great Britian (GB)**, while **rest of the world (RoW)** combined only shared the remaining **11%** of the total. |
|  | Overall, the number of **successful projects decreases as the year progresses**. While a spike is observed in the beginning of summer, the overall trend shows a decrease, indicating that **the projects launched in the beginning of the year have more chances of succeeding**.    Conversely, a slight upward trend is observed for total number of **failed** projects, which show **that the number of failed projects increases as the year progresses.**    The number of **canceled** projects are not dependant on time of the year and **overall a consistent trend is observed all year round.** |

|  |  |
| --- | --- |
|  | Approximately **70% of the total projects are successful whose initial goal was less than 1K dollars**. Overall, this percentage declines linearly with the increase in initial goals.    Contrarily, an upward trend is observed for total number of **failed** projects, which **increases linearly from 30% for <1K to approximately 50% for >=50K.**    A linear upward in the percentage of **canceled** projects is also observed. |

**Insights**: -

1. Four main categories have the highest number of Kickstarter projects. These include: theater, music, film & video and technology.
2. The projects that are launched in the beginning of the year have a higher chance of being successful as compared to the projects launched in the end of the year.
3. The projects whose initial goal is less than 10K have more than 50% chances of being successful as compared to other higher initial goals

**Limitations**: -

* To detect a more convincing pattern, data for more past projects is required. The full data set of 300,000 projects could be very resourceful.

**Additional Analysis**: -

In my opinion, while looking at the number of successful/failed or canceled projects is a good start to look at overall trend, it could be misleading. For instance, while it may seem that **theater** is the most successful category in terms of number of successful projects, it is actually **music** which has a higher project successful percentage, and low project failure. A preliminary column chart added below highlights this.

Further analysis of breakdown of sub-category vs. countries could be performed to judge which country has a higher rate of successful projects. For this purpose a line graph is probably best, but the data will have to be normalized by total number of projects for each country to include all countries data on the same plot.

|  |
| --- |
|  |
| **OBSERVATIONS**:-   * **Music** has the highest percentage of successful projects (77%) and lowest number of failed projects (17%) * There are no successful or failed projects in **journalism**, all projects were canceled. * Almost 60% of total projects were successful in categories **theater** and **film & video**.   The percentage of successful and failed project is almost equal for **technology** projects (approximately 35%) |