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Week 1 HW

Kickstarter Data Summary

An analysis of 4,114 Kickstarter projects from 2009 to 2017 provided the following insights:

Conclusion 1

* 26% of all projects attempted on Kickstarter have the subcategory of Plays
* The next most frequent is Rock (6% of all projects)

Conclusion 2

* The most popular time of year for beginning projects is May-July
  + Projects started in April and May have a 5% higher success rate than the average
* Winter (Dec-Feb) is the least popular time of year to begin projects

Conclusion 3

* Smaller projects are more likely to be successful than larger projects
  + Projects less than $5,000 have a 67% chance of success
  + Projects greater than $5,000 have a 42% chance of success
    - With the projects over $45,000 seeing a significant dip in success

Data Limitations

* This data does not account for the following:
  + The quality of projects posted
  + The following behind projects when posted
  + The location of projects (city/state)

Other possible analysis

* Average # of donors by project category
* Average donation about by project category
* Average funding goal by project category