**Kickstarter Report**

**Introduction**

Kickstarter is an online crowd funding platform where project creators can start campaigns to fund their projects. However, only a third of all projects launched are funded successfully. The aim of this report is to identify any hidden trends that can predict a project’s success from the dataset of approximately 4000 past Kickstarter projects over the period of the last 9 years.

**Observations from the data**

* **Project Categories and Sub-Categories**

The top 5 categories and subcategories of successful projects are shown below.

|  |  |
| --- | --- |
| **Category** | **Sub-Category** |
| Theatre (38%) | Plays (32%) |
| Music (25%) | Rock (12%) |
| Film & Video (14%) | Documentary (8%) |
| Technology (10%) | Photobooks (5%) |
| Photography (5%) | Hardware (6%) |

It is also evident that some categories have a dependence on the timing of the project launch. For example, theatre projects are more successful during spring and summer whereas the success rate of music projects remain relatively uniform (Figure 1).

Figure 1

* **Goal amount ($)**

Projects with a low goal amount (less than $100) has a 71% success rate. Even though, there is a pattern that low cost projects have a higher rate of success, no co-relation could be established between the goal amount to the success of a project.

Figure 2

* **Backer Count**

80% of the all projects have less than 100 backers. However, there seems to be no co-relation of project success to the number of backers.

Figure 3

* **Project duration**

38% of the successful projects has a duration of 30 days. However, the project duration has no co-relation to the success of the project.

Figure 4

**Dataset limitations:**

The data provided has useful information that can be used to understand some parameters of the campaign. However, there are some details missing:

* Reasons why a project succeeded or failed. For instance, there is no information of whether a campaign offering rewards to the backers and the type of rewards (cash, credits, discounts etc.) has any effect on the success of the campaign.
* If the method of project advertisement (Social media Vs Flyers etc.) has a role in the success of the project.
* Does geography play a role to predict the success of a particular project category or sub-category.

**Other inferences and graphs from the dataset:**

* United States and Great Britain are the countries with the most number of projects at 75% and 15% respectively.

Figure 5

**Methodology**

The project’s success was compared to other variables in the dataset to identify any co-relation between the various variables. Pivot tables, graphs and logical regression was used to identify patterns and co-relation between the variables.

**Conclusion**

Even though there is no hidden trend identified that can predict the success of a project, there is a good chance that a project may succeed with a low goal amount, shorter project duration and, if the project is a seasonal one, is launched at the appropriate time.