**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. Organizations are keen to discover if there are any hidden trends to predict the success of a project in Kickstarter.

The aim of this report is to identify any hidden trends to ensure a project’s success given the dataset of approximately 4000 past Kickstarter projects over the period of the last 9 years.

**Conclusions from the data**

**Project Categories and Sub-Categories**

The categories that had most successes are Theatre (38%) and Music (25%) (Figure 1). The subcategories with most number of successful projects are Plays(32%) and Rock(12%). Some project categories have dependence on the timing of the project launch. For example, theatre projects are more successful in summer whereas there is no discernable pattern for music projects (Figure 3).

Figure 1

Figure 2

**Goal amount ($)**

57% of successful projects have a small goal amount of less than $5,000. Though, there is no co-relation between the goal amount to the success of a project.

**Backer Count**

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

**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.

**Dataset limitations:**

The data provided has useful information that can be used to understand the campaign process however, some details that could shed an insight on why a project failed are missing. For instance, there is no information whether a campaign offering rewards to the backers (cash, credits, discounts etc) has any effect on the success of the campaign.

The reason for a project’s success or failure is not available in this dataset. This would have enabled to identify if there’s a pattern that can be employed to ensure a successful outcome. Also, from the dataset it’s not possible to determine whether the projects were advertised, the medium of advertisement.

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

United States and Great Britain are the countries with the most number of projects at 74% and 15% respectively (figure X)

Does success depend on whether a project is a staff pick. and if a project was a staff pick have no co-relation to the success rate.

**Methodology**

The variable state (indicating the project state) was compared to other variables in the dataset to identify any co-relation between the various variables. Pivot tables, graphs and regression was used to identify patterns and co-relation between the variables.

**Conclusion**:

In conclusion, there is no evidence of a hidden trend that can be used to infer if a project will be successful or not from the Kickstarter dataset.

What’s the answer?

There are a lot of patterns but they do not necessarily have any co-relation to the status of the project.

Thoughts to investigate further:

1. Do categories/ sub-categories affect success state? No – though launch timing affects success
2. Do analysis on goal$ similar to backers count. Done. No relationship.

What are some of the limitations of this dataset?

* 1. Reason why the project failed/ canceled. Did the failed project complete by the deadline? Ie was lack of timing the reason why it failed. Why was a project canceled? Not enough backing/ money?
  2. Did the projects offer rewards? If yes, what type of rewards seem to attract backers (ie cash, credits etc).