**Course: BUAN 5210**

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**FINAL PROJECT**

**Which are the key factors to crowdfunding success of a project on Kickstarter?**

**Data source and research questions**

Kickstarter is an American public-benefit corporation based in Brooklyn, New York, which maintains a global crowdfunding platform focused on bringing creativity project to life. Kickstarter has reportedly received more than $4.2 billion in pledges from 16 million backers to fund 257,000 creative projects, such as films, music, stage shows, comics, journalism, video games, technology, and food-related projects. There are 159,191 projects have been successfully funded. The steps to start a Kickstarter project are very simple; start a campaign, set the minimum funding goal, set reward levels, and choose a deadline. The most important aspect to know about launching a Kickstarter project is that if the project falls short of meeting its minimum funding goal, the project will not receive any fund. While it is true that many people successfully start their entrepreneur from Kickstarter, the reality is that not every project is able to completely reach the goal. In fact, 34% of the total projects have raised successful funding in the past. This fact raises important questions:

1. Which are the key factors to crowdfunding success for projects on Kickstarter?
2. Does the project in Technology have higher pledged amount than Design?

To address this research question, I use a dataset from website [Kaggle](https://www.kaggle.com/kemical/kickstarter-projects). This dataset includes the data of Kickstarter from 2009 to early 2018 with 378,661 observations and 16 variables. After conducting some basic exploratory data analysis steps I came up with a set of selection criteria.

1. Each project had a status of either failed, successful, live, suspended or canceled. I decided to drop projects with a status of living, suspended or canceled.
2. To make my dataset is more reliable I only use data in entire years, from 01-01-2017 to 12-31-2017.
3. There are many projects in the dataset that the goal is too small like 0.1$, 1$, 10$. These projects are easier to success than others. I restrict projects which have a goal less than 1000$.
4. The maximum length of the project is 60 days is a rule of Kickstarter. Hence, I removed projects which longer than 60 days
5. I removed observations which had a missing, infinite, or unknown value.

After apply selection criteria, my dataset has 36542 projects and 18 features.