Kickstarter – A crowdfunding site data analysis

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# Background

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success.

The report below highlights some of the findings.

# Report

* Kickstart Outcome by Category
* Kickstart Outcome by Category/Sub-category
* Kickstart Outcome by Year/Month
* Conclusion:

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?  
   The three conclusions from the data analysis that can be drawn are:
   1. The rate of failure (includes both canceled and failed projects) at Kickstart is as high as 46%.
   2. The most unpopular kickstart category was Journalism, none of the Journalism Kickstart project were started, while the most popular and successful ones were from the category; film & video, music, games and technology.
   3. Projects went live only during the 1st Quarter
2. What are some limitations of this dataset?  
   The studies are limited to
   1. funded projects and does not account for other entrepreneurial projects
   2. Does not account for other KickStarters.
3. What are some other possible tables and/or graphs that we could create?
   1. Average, min and max time it takes for a project to be successful.
   2. Successful Category/Sub-category by Country
   3. Count of backers by Country