Report on Kickstart My Chart

Goal :

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 to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

With the limited Dataset provided following conclusions can be derived:

1. The month of December has the least projects in total.
2. The number of successful of projects dips in the month of Decembers.
3. In the month of July there is a rise in the cancellation of the projects.
4. Music category projects has a higher success rate in comparison to the remaining categories.
5. All projects in the journalism category have been cancelled.
6. Food category has a higher failure rate compared to the remaining categories.
7. A major participation of the projects is from the theater category.
8. What are some limitations of this dataset?

Some of the limitations of this data are:

1. This is a sample dataset and is not complete so the insights from the datasets could not be trusted.
2. The data does not provide information on the reason for the cancellation of the projects.
3. The data does not tell which day of the week the project was launched or the time when it was launched and time zone.
4. The data sets have multiple currencies and no exchange rate at the time when the backer pledged.
5. It does not have any information on the backer for example – gender.
6. What are some other possible tables and/or graphs that we could create?
7. In addition, we can also see a graph on the state of the projects based on the staff pick
8. We can also see a graph of the state of the projects based on the spotlight.
9. We can see a trend or quarterly trend of the state of the projects.
10. We can see a trend of average donation raised by the Kickstarter project by its state, category, sub category.
11. We can also analyze the state of the project by country to see which countries have more success rate.