***Kickstarter Campaign Analysis***

The crowdfunding website, Kickstarter, has been used for years to successfully launch hundreds of thousands of products and services.

*Conlusions*

Using a database of 4,000 past projects, we can reasonably conclude the following:

1. In the aggregate, music projects were successfully funded more frequently than projects in any other category with approximately 82% of music projects being successfully funded.
2. In the United States, the sub-category of projects which were most frequently successfully funded are plays, with 412 out of 671 play projects funded by volume, while other sub-categories were more often successfully funded by percentage of projects.
3. Although the number of failed projects has historically remained consistent, projects created in December are funded successfully less frequently than projects created in other months.

*Limitations*

Although this data set provides us with comprehensive data on thousands of Kickstarter projects, we are limited in our understanding of how outside activities of project creators impact the overall success rate of projects.

Additionally, we do not data on a project’s location past the country. One can assume that geography and higher income areas may correlate with a higher success rate, however, we would need access to city-level or zip code data to test these assumptions.

While we have access to the data projects were created and the data ended, we do not have access to monthly or quarterly rates of funding intake on a per-project basis. Although we are able to see the rate of which projects are successful based on their creation date, it would be useful to analyze the months that are most active for funders.

Finally, it would be valuable to see the number of new versus returning funders on a category or sub-category basis. For Kickstarter as a whole, this data would be valuable to determine which campaigns are most useful to promote in efforts of bringing and retaining funders on the site.

*Additional Graphs*

Using the data that we have access to, we may be able to analyze the following using graphs:

1. Average donation amount vs rate of successfully funded projects
2. Average donation amount vs category or sub-category
3. Percentage of projects funded within a category or sub-category
4. Percentage of projects funded that were chosen as staff pick or spotlight
5. Length of campaigns versus rate of successfully funded projects

*Bonus*

Using the number of backers for both successful and unsuccessful campaigns, we have found the following:

|  |  |
| --- | --- |
| **Unsuccessful Campaigns** |  |
| Mean | 19 |
| Median | 3 |
| Minimum | 0 |
| Maximum | 1501 |
| Variance | 5244 |
| Standard Deviation | 72 |

|  |  |
| --- | --- |
| **Successful Campaigns** |  |
| Mean | 194 |
| Median | 62 |
| Minimum | 1 |
| Maximum | 26457 |
| Variance | 712841 |
| Standard Deviation | 844 |

Given the nature of this data, the median summarizes the data more meaningfully due to the large variance between the total number of backers per project.

The variance for successful campaigns is over 700,000 for the total number of backers, so even within the successful campaigns, the degree of popularity and success is varied.