**Title: Kickstarter Report**

**Professor: Christopher Bradford**

**Student: Yuba Raj Sigdel**

**Date: July 20, 2019**

**Objectives**

This is an Excel Analysis of 4,000 past Kickstarter projects to uncover hidden trends by examining the funding process and success rate.

**Conclusions**

1. As I analyzed the data providing, in Kickstarter projects the successful rate (53.8%) is higher than to fail (37.6%) or get cancelled (8.6%).



1. Projects such as in Technology, Game and Design have the largest average number of total money raised. Projects in Technology, Game and Design have more outliers than other categories. It shows that projects in these categories have larger sizes on average and require more funding.
2. Next, past mid-May there is faster decrease of success and the gap between successful and unsuccessful narrows down until the month of December. It suggests that we need to look at the information such as the percent funded for the highest and lowest success count and see if we can see significant correlations. Even we screen the last months of the year by category no industry shows a trend of success in the month December.



**Limitations**

1. The dataset provided in this project is not enough for all categories and sub-categories, that means some of the results are not statistically relevant.
2. The dataset provided for this project is until 2017. The conclusion would be more accurate and predictive if I can obtain the all-time data of Kickstarter.

**Other possibilities**

Instead to analyze data by using two separate columns (data created conversion and date ended conversion), it would be more fascinating by using only the duration of conversion. Maybe there is a trend to see what separates the duration of successful and unsuccessful projects.