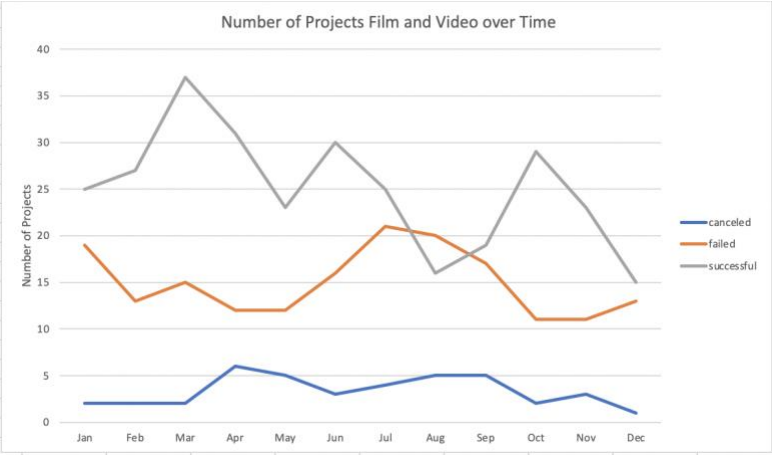
Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome. Getting funded on Kickstarter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

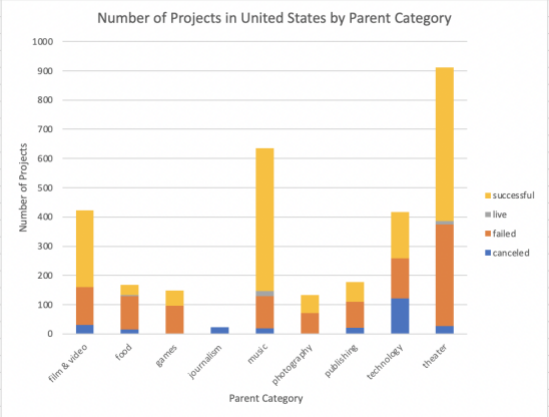
Once provided with the Kickstarter Project data from previous years I was able to help determine what factors may lead a project to success. There were a variety of trends that are were hidden within past years data that can be beneficial in knowing how to make future projects successful.

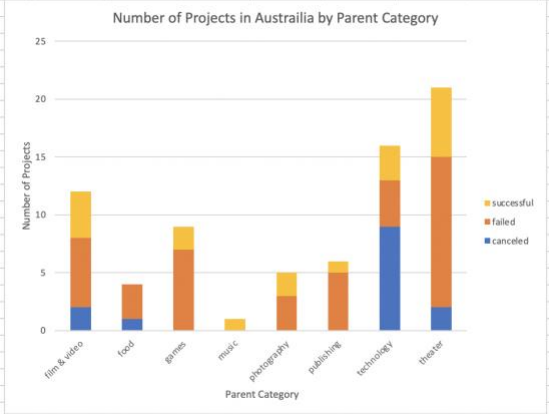
I began by organizing the data set. I was able to apply a filter to the current state of each project in order to quickly organize data by successful, live, failed, or canceled. I also was able to determine the percent funded for each project to determine if this had an impact on their success. I was then able to apply a color scale in order to quickly determine which projects surpassed their goal amount. Then I was able to determine the average amount each backer donated to the project, this information can be beneficial in determining what types of projects backers believed would be successful. The larger the average donation the more the backers believed the project would be successful. The last cleaning step I did to the data set was splitting the parent category into parent category and subcategory. This allow for more comparison between each category and give a large range of what category successful projects belong to. Lastly, I was able to convert the excel date formats into an easy to written out version.

I was able to analyze the data by creating a variety of different tables, graphs and charts. This allowed me to compare each project based on a different factor such as country of origin, parent categories, subcategories, and the current state of the project. I created different filters within each pivot table in order to visually see the changes in the data across each filter. I also analyzed data by specific year and month. This allowed me to see trends over time and during different parts of the year.

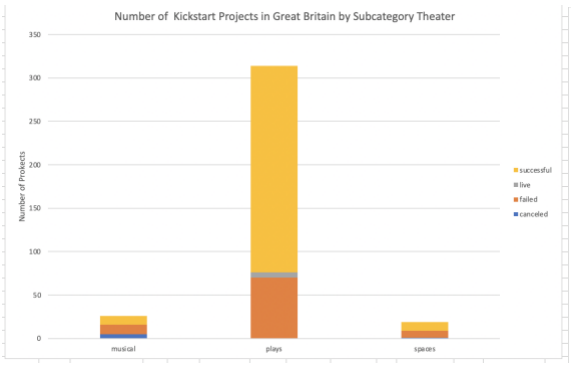


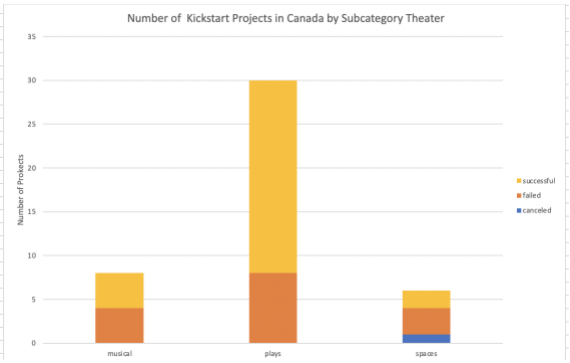
My first conclusion that I was able to draw from the data set is that during the months of March, June, and October film and video projects appear to be the most successful. This could be due to the what event surround these specific months. For example October is one of the last months that movies can come out in order to be considered for a Oscar nomination which means there is a larger number of movies in theater to be successful.

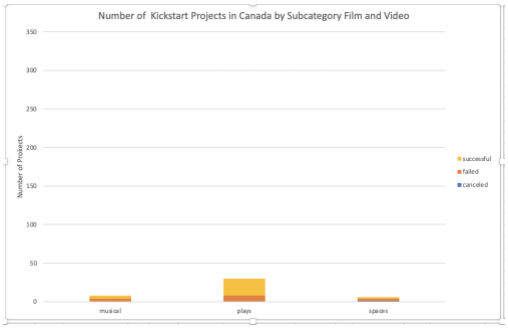



My second conclusion is when comparing different types of parent categories across different countries' there are differences in the types of parent that are successful. For example if a new Kickstarter project is in a category such music it has a higher chance of being successful in the United States versus Australia. There is a visible difference in the number of successful projects when looking at the two graphs above side by side.




My last conclusion I found was that scale is important, at first glance when comparing the first two graphs above it appears as though there are close to the same amount of successful Theater Kickstarter projects in both Canada and Great Britain. That assumption would be incorrect, when the scale is updated there is a clear distinction between the number of theater-based projects that were in Great Britain and in Canada. This is most likely due to the popularity of theater in Great Britain versus Canada.

There are a variety of different recommendations I would make after analyzing this data set. I would first recommend that if Kickstarter program is in the category of film and video that it appears that it has a better chance of being successful if it is released in March, June, or October. As I was able to dive deeper into the data, I was also able to determine that different parent categories are more likely to be successful in different parts of the world. A Kickstarter project that is in the parent category of music is more likely to be successful in the US versus Australia. Lastly, I would also recommend that if a Kickstarter project in the play subcategory to launch it in Great Britain over Canada.

Overall, the data set does have several limitations. For example, there is a large sum of projects that have $1.00 as their goal. This promotes a limitation because as a goal this is very easy to reach and therefore can be considered successful. It also appears that all projects that did not have “Spotlight” were not considered successful. This could also be a bias in the data that demonstrates that not every project was given the same opportunity.

Lastly, in order to continue my analysis of what makes a Kickstart Project more likely to be success I would like to compare different subcategories over time in order to see if some categories are becoming less popular than others. I would also like to develop a trendline for certain projects over time to be able to determine if their success will continue or if there will

be a decline. I get more data from the last 3 years would be beneficial to be able to better compare success over time.