Assignment 1: Kickstarter Analysis

## Three conclusions we can make about Kickstarter campaigns from the provided data

Analyzing the projects by categories shows that the top 3 categories in terms of number of projects are *theater*, *music* and *film & video*. These categories are also the only ones to have a success rate above 50%. These three categories share a cultural entertainment value. So it seems like Kickstarter is a good platform for raising funds for these categories.

Also, food has the lowest success rate among the categories.

A significant portion of the projects on Kickstarter originated from US, followed by Great Britain, Canada and Australia. These are primarily English-speaking countries. It would seem that there is an affinity between English-speakers and Kickstarter. What could be the reason for this? According to a post on Kickstarter’s blog[[1]](https://www.kickstarter.com/blog/best-practices-for-translating-your-project-page), approximately 75% of backers in Kickstarter’s community come from English-speaking countries.

Projects launched during the first two quarters of the year have a higher likelihood of success than projects launched during the last two quarters of the year. December especially is a challenging time to launch a project on Kickstarter and it is the only month of the year where projects are more likely to fail than succeed. Kickstarter projects are funded by a community consisting of individuals. Most of us have higher expenses and less disposable income in December due to holiday spending and vacation plans. A project on Kickstarter on average stays open for 33 days. So, the impact of lack of free income in December on projects started during that period is significant.

## Limitations of this dataset

The dataset doesn’t specify the countries from which the pledged amounts are received. Knowing this could help in analyzing weather the backers tend to fund projects from their own countries or not.

Some other possible tables/graphs that we could create

Below graph shows the average of pledged amount for successful projects. It is interesting to note that more money is pledged towards *technology* even though there are less projects under this category than *theater, music, film & video*.



Graph below shows the average of pledged amount for failed project. It seems like, low budget projects are more successful under *theater* and *film & video.*

Below graph shows, that the number of Kickstarter projects started annually has increased since 2013.

Average fundraising period of a Kickstarter project is calculated as 33 days. The below graph shows, the average period for a project ranges from 28-38 days across categories.

References

[1] https://www.kickstarter.com/blog/best-practices-for-translating-your-project-page