

KICKSTARTER

Analysis on Successful Music Projects

General Information

Kickstarter campaigns make ideas into reality. Kickstarter is one of the most recognition platforms for promoting new visions for creative work with the communities that will come together to fund them. Each project requests funding that the Kickstarter Crowdsourcing provides fund if they support the new idea and see project as successful. Though, there are many projects that fails, even if the new idea might have been looking realistic.

We will be using a sample of Kickstart project data. Let's figure out what makes a successful campaign.

Dataset and Attributes Information

The dataset contains 9282 records and sixteen attributes. related to each project. Let's have a look at what information we have about dataset:

1. **Id**
unique Id for each project. E.g. 1940015652
2. **name**
Pretty obvious, the name of the respective project. E.g. "Encounter" in Bronze
3. **created_at**
the create date for the project. E.g. 2/2/13
4. **launched_at**
the launch date for the project. E.g. 2/8/13
5. **deadline**
the deadline for the project. E.g. 3/10/13
6. **backers_count**
the number of investors for the project E.g. 69
7. **currency**
the currency of the project (e.g. USD or GBP)
8. **pledged**
Amount collected at the end of campaign. E.g. 6038.42
9. **goal**
target amount for the project. E.g. 10000.00
10. **category_group**
the main category of the project. . E.g. "art", "technology", "music" and many more
11. **category**
more precise description of the category group. E.g. "pop", "musical", "software"
12. **staff_pick**
whether the project chosen as staff pick. E.g. True or False
13. **Status**
Categorical variable divided into the levels successful, failed, live, cancelled, undefined and suspended. E.g. Successful

14. city

City name for the State E.g. Stowe

15. state

State code for the country E.g. VT

16. country

country of origin of the project E.g. US

Dataset composition:

Field	Sample
id	1940015652
name	"Encounter" in Bronze
created_at	2/2/13
launched_at	2/8/13
deadline	3/10/13
backers_count	69
currency	USD
pledged	14157.00
goal	14000.00
category_group	art
category	public art
staff_pick	TRUE
status	successful
city	Stowe
state	VT
country	US
currency rate	1.00