# Drawing Conclusions on the Success of Kickstarter Projects

Organizations spend months analyzing data from Kickstarter in order to find a perfect recipe for success and today I will be attempting to find a similar solution. Using a database of 4000 past Kickstarter projects, I will demonstrate how we can make assumptions regarding success by Category, Subcategory, and time for launch.

In order to help make these assumptions and calculations, I had to clean up some of the data provided and make it more visual for analysis. Parts of the data were color coded to help bring attention to certain fields such as which projects were successful or failed. Additionally, some columns were added to determine what percent of these projects were funded and what the average donation amount was. From here, I pivoted the data so I could review how projects succeeded by their category, subcategory, the year they launched, and added filters so that the data may be reviewed as a snapshot in time.

I began by analyzing the overall success of the projects and disregarding the project category all together to first determine if a Kickstarter project is a good idea. From there, I chose to deep dive into the pivoted data of Category as well as the Subcategory in order to determine which categories had the best success rates and which categories were almost certain to fail. Because the Category and Subcategory information seemed to lean towards only 3 of the 9 categories, I also wanted to analyze when these projects launched so that I could make some assumptions regarding the best time to launch a project.

From the provided data set, I can conclude that only 53% of all Kickstarter projects were successful and of those successful projects, the most successful projects were those in the arts that were launched in the early to midpart of the year. The data demonstrates that of those projects that were successful, three categories achieved over the average 53% success rate: Film & Video (58%), Theatre (60%), and Music (77%). The data also demonstrates that most successful projects were launched in the early to midyear range (February – July), with project success declining nearly a full 2% in the last quarter of the year.

Kickstarter Project Success Pattern by Category

Kickstarter Success by Year
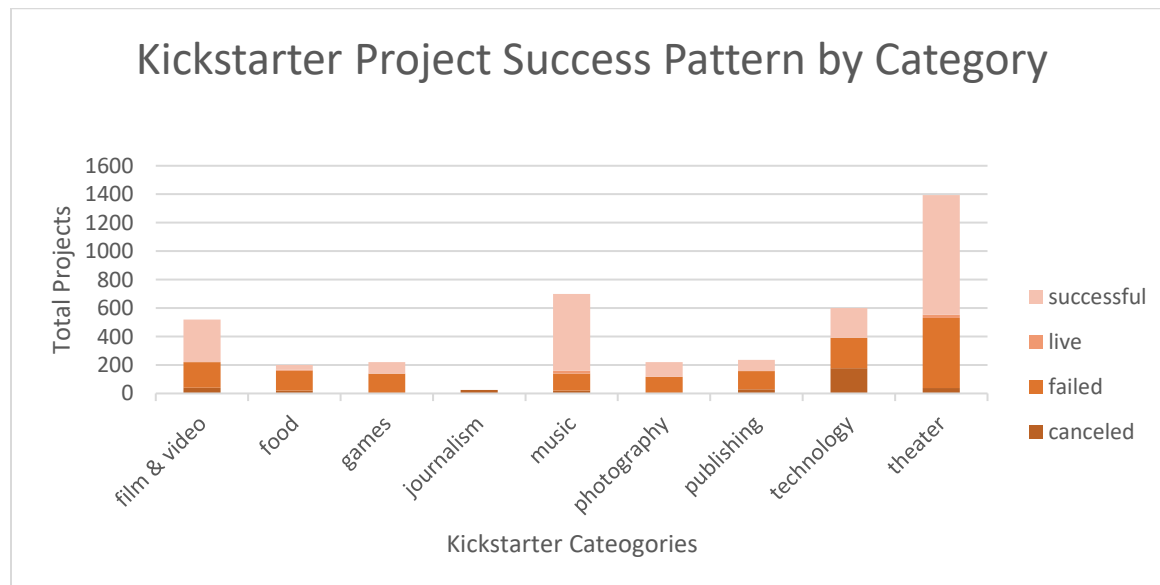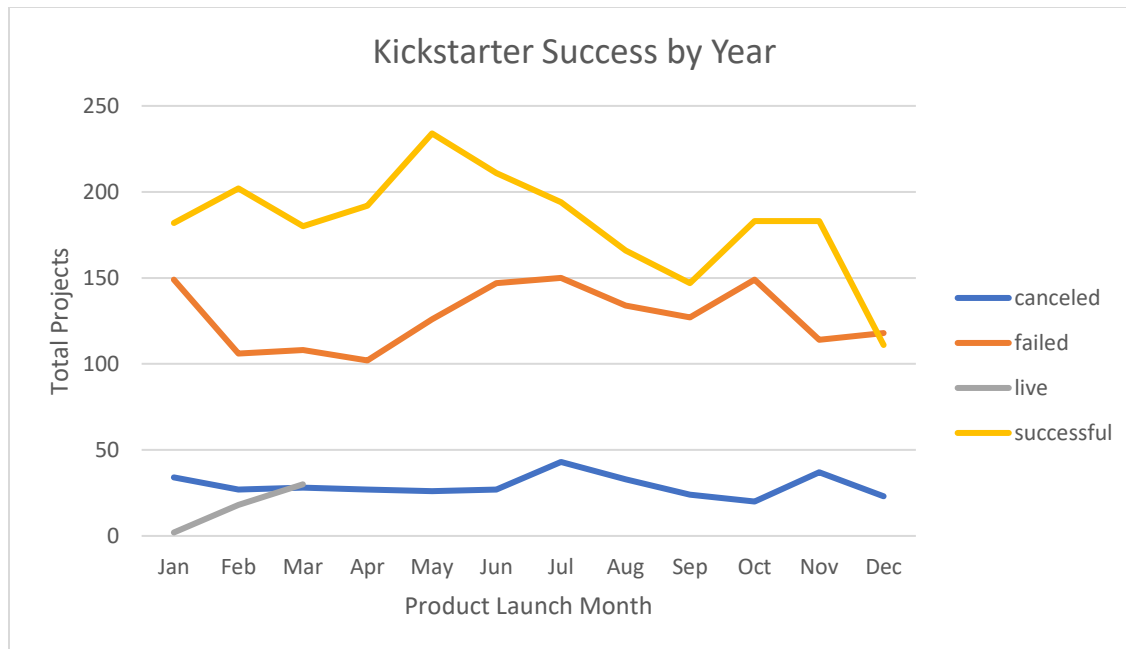
These conclusions were drawn to the best of my ability, but this data set is limited by a variety of factors, including the sample size, which only represents 1.3% of Kickstarter's overall past projects. Additionally, this sample size is a few years old, therefore this analysis is lacking the needed relevancy to help anyone draw a conclusion regarding what kind of project they may want to launch or when they may want to launch it. Lastly, there are no written factors regarding this data set or how it was collected. This could be creating skew as there could be some categories listed more than others as well as some categories only listing failures.

If one were to ignore the limitations set forth by the data, this data could be used in a few other ways. I could dive deeper by looking at it geographically. This might help understand Kickstarter's popularity by region, perhaps it is more popular in America than Great Britain. I could also Pivot this data by required pledge amounts or overall pledge totals trying to make some assumptions regarding success by pledge amount.