What are three conclusions we can draw about Kickstarter campaigns?

Number of Sub-Category Kickstarter Campaigns

There are a significant number of Kickstarter Campaigns for Plays than any other kickstart campaign. Additionally, there are more successful Kickstarter Campaigns for Plays than failed Kickstarter Campaigns for Plays.

2014 Number of Kickstarter Campaigns vs. Months

2015 Number of Kickstarter Campaigns vs. Months

2016 Number of Kickstarter Campaigns vs. Months

Kickstarter Campaigns started Late Spring to Sumer have greater instances of success while Kickstarter campaigns started around After Thanksgiving have greater instance of failure.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Row Labels** | **Count of country** | **Sum of backers\_count** | **Sum of pledged** | **Sum of Pledges in USD** |
| **AT** | **6** | **1181** | **423984** |  |
| EUR | 6 | 1181 | 423984 | $470,622.24 |
| **AU** | **74** | **6731** | **714202.52** |  |
| AUD | 74 | 6731 | 714202.52 | $485,657.71 |
| **BE** | **2** | **73** | **4055.93** |  |
| EUR | 2 | 73 | 4055.93 | $4,502.08 |
| **CA** | **146** | **7312** | **769589.05** |  |
| CAD | 146 | 7312 | 769589.05 | $577,191.79 |
| **CH** | **6** | **69** | **6334** |  |
| CHF | 6 | 69 | 6334 | $6,460.68 |
| **DE** | **53** | **14674** | **1909861.63** |  |
| EUR | 53 | 14674 | 1909861.63 | $2,119,946.41 |
| **DK** | **14** | **451** | **204294** |  |
| DKK | 14 | 451 | 204294 | $30,644.10 |
| **ES** | **21** | **2461** | **502344** |  |
| EUR | 21 | 2461 | 502344 | $557,601.84 |
| **FR** | **27** | **626** | **54677.66** |  |
| EUR | 27 | 626 | 54677.66 | $60,692.20 |
| **GB** | **604** | **50975** | **3498056.14** |  |
| GBP | 604 | 50975 | 3498056.14 | $4,302,609.05 |
| **HK** | **3** | **71** | **205035** |  |
| HKD | 3 | 71 | 205035 | $26,654.55 |
| **IE** | **15** | **1750** | **141036.23** |  |
| EUR | 15 | 1750 | 141036.23 | $156,550.22 |
| **IT** | **29** | **2285** | **320039.88** |  |
| EUR | 29 | 2285 | 320039.88 | $355,244.27 |
| **LU** | **2** | **182** | **16065.5** |  |
| EUR | 2 | 182 | 16065.5 | $17,832.71 |
| **MX** | **12** | **106** | **78160** |  |
| MXN | 12 | 106 | 78160 | $3,908.00 |
| **NL** | **21** | **1309** | **145121** |  |
| EUR | 21 | 1309 | 145121 | $161,084.31 |
| **NO** | **7** | **625** | **493022** |  |
| NOK | 7 | 625 | 493022 | $54,232.42 |
| **NZ** | **12** | **381** | **43644** |  |
| NZD | 12 | 381 | 43644 | $27,932.16 |
| **SE** | **21** | **752** | **452442.55** |  |
| SEK | 21 | 752 | 452442.55 | $45,244.26 |
| **SG** | **1** | **72** | **9124** |  |
| SGD | 1 | 72 | 9124 | $6,569.28 |
| **US** | **3038** | **371160** | **36182652.57** |  |
| USD | 3038 | 371160 | 36182652.57 | $36,182,652.57 |
| **Grand Total** | **4114** | **463246** | **46173741.66** | $45,653,832.84 |

Of all the Countries in the Kickstarter Dataset, the United States had the highest number of Kickstarter Campaigns and raised the most amount of money out of all countries provided by the data. In total, between May 2009-March 2017 (limits of the dataset), Kickstarter raised over 45 million dollars around the world.

What are some limitations of this data set?

-We don’t know the reason why certain Kickstarter Campaigns were cancelled.

-We don’t have information for all the countries.

-It is a shame that the pledges are not in USD or a single currency, because the values of the currency would have changed throughout the years.

What are some other possible tables and/or graphs that we could create?

Potential Tables/ Graphs:

Countries and Average Donations

Asian Countires vs. European Countries Campaigns states