What are three conclusions we can make about Kickstarter campaigns given the provided data?

We have lots of data from 2011 to 2016, but not a lot of info from 2017 to date.

Considering those dates, as an entrepreneur bet for this projects, Kickstarter has 100% successful rates on:

|  |
| --- |
| **Music** |
| classical music |
| electronic music |
| Metal |
| Pop |
| Rock |
| **film & video** |
| Documentary |
| Shorts |
| television |
| **technology** |
| hardware |
| **games** |
| tabletop games |
| **publishing** |
| nonfiction |
| radio & podcast |

Kickstarter has 100% failed rates on this projects:

|  |
| --- |
| **music** |
| jazz |
| **film & video** |
| animation |
| drama |
| **technology** |
| gadgets |
| **photography** |
| nature |
| people |
| places |
| **games** |
| mobile games |
| video games |
| **publishing** |
| children's book |
| fiction |
| nonfiction |
| **food** |
| restaurants |

Theater is the category with better successful probabilities, food is where more projects failed and journalism has the higher canceled projects

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **canceled** | **failed** | **live** | **successful** |
| **theater** | **3%** | **35%** | **2%** | **60%** |
| **music** | **3%** | **17%** | **3%** | **77%** |
| **film & video** | **8%** | **35%** | **0%** | **58%** |
| **technology** | **30%** | **36%** | **0%** | **35%** |
| **photography** | **0%** | **53%** | **0%** | **47%** |
| **games** | **0%** | **64%** | **0%** | **36%** |
| **publishing** | **13%** | **54%** | **0%** | **34%** |
| **food** | **10%** | **70%** | **3%** | **17%** |
| **journalism** | **100%** | **0%** | **0%** | **0%** |

US has 74% of all Kickstarter projects, of those only 54% are successful and 36 have failed.

Great Britain has 15% of all Kickstarter projects, of those 61% are successful and 34 have failed

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | canceled | failed | live | successful | **Total general** |
| AT |  | 2 | 1 | 3 | **6** |
| AU | 14 | 41 |  | 19 | **74** |
| BE |  | 1 |  | 1 | **2** |
| CA | 17 | 64 | 1 | 64 | **146** |
| CH | 3 | 2 |  | 1 | **6** |
| DE | 3 | 27 |  | 23 | **53** |
| DK | 4 | 6 |  | 4 | **14** |
| ES | 1 | 9 |  | 11 | **21** |
| FR | 5 | 10 | 2 | 10 | **27** |
| GB | 25 | 205 | 8 | 366 | **604** |
| HK | 1 | 2 |  |  | **3** |
| IE | 2 | 4 | 1 | 8 | **15** |
| IT | 3 | 19 |  | 7 | **29** |
| LU |  |  |  | 2 | **2** |
| MX | 1 | 8 | 3 |  | **12** |
| NL | 4 | 14 | 1 | 2 | **21** |
| NO |  | 5 |  | 2 | **7** |
| NZ | 4 | 5 |  | 3 | **12** |
| SE | 5 | 9 |  | 7 | **21** |
| SG |  |  |  | 1 | **1** |
| US | 257 | 1097 | 33 | 1651 | **3038** |
| **Total general** | **349** | **1530** | **50** | **2185** | **4114** |

Projects are above $500,000 USD are never successful

|  |  |  |
| --- | --- | --- |
| Goal | failed | successful |
| $500,000 | 10 |  |
| $550,000 | 1 |  |
| $900,000 | 1 |  |
| $1,000,000 | 4 |  |
| $1,300,000 | 1 |  |
| $1,333,666 | 1 |  |
| $1,500,000 | 2 |  |
| $2,000,000 | 3 |  |
| $2,800,000 | 1 |  |
| $3,000,000 | 1 |  |
| $5,000,000 | 1 |  |
| $6,000,000 | 1 |  |
| $8,000,000 | 1 |  |
| $10,000,000 | 1 |  |

What are some of the limitations of this dataset?

We don’t have recent information

Almost all data concentrates in the US and GB

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

I explain this on question one