Kickstarter campaign data report

After in-depth analyses of the data, the most successful category of campaign funded by Kickstarter was *theatre*, followed by *music and film/video*. This particular category also shows the higher number of failed projects. On the other hand, *Technology* has the highest number of canceled campaigns.

Moreover, within the *theatre* category, the sub-category *plays* raised most of the money amongst all other projects.

Overall, based on the total amount throughout the years, the number of successful projects is much higher than the failed and cancelled ones.

To conclude, the dataset could also offer additional tables/graphs analyses, such as the relation between campaigns per country and backers per country.

Bonus statistical analysis

Median value best summarizes the data when analyzing the numbers of backers per successful and failed campaigns. The distribution is in fact skewed to the left of the graph, where most of the data is located.

The calculated variability is higher for the successful campaigns. This would be explained with the large number of failed campaigns with 0 backers.