Conclusions about our date

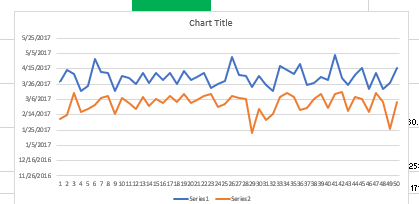
1. The majority of failed kickstarts began in December.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| Jan | 34 | 149 | 2 | 183 | 368 |
| Feb | 27 | 105 | 18 | 202 | 352 |
| Mar | 28 | 108 | 30 | 179 | 345 |
| Apr | 27 | 103 |  | 193 | 323 |
| May | 26 | 126 |  | 233 | 385 |
| Jun | 27 | 148 |  | 213 | 388 |
| Jul | 44 | 148 |  | 192 | 384 |
| Aug | 32 | 134 |  | 167 | 333 |
| Sep | 24 | 127 |  | 148 | 299 |
| Oct | 20 | 150 |  | 184 | 354 |
| Nov | 37 | 113 |  | 180 | 330 |
| Dec | 23 | 119 |  | 111 | 253 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

1. The highest funded Kickstarter’s are in technology with a over $19,000,000 in successful kick starter backing donations/purchases.
2. There is a positive correlation between the success of a kick starter and total dollars backed in all state categories to the parent categories.

Limitations of the data.

There are no current data sets for the year 2018. There fore a limitation of the data is that it does not have any current data. The last campaigns ended in May of 2017. We also do not know the source or sources of the data to verify the diversity of the data. We also do not know how the data was reduced in size to create the sample.



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

I created two more pivot charts and a bar graph.

|  |  |
| --- | --- |
| **Row Labels** | **Sum of Percent Funded** |
| **film & video** | **1.06%** |
| canceled | 0.56% |
| failed | 3.13% |
| successful | 96.31% |
| **food** | **0.16%** |
| canceled | 0.10% |
| failed | 7.52% |
| live | 1.90% |
| successful | 90.47% |
| **games** | **24.87%** |
| failed | 0.09% |
| successful | 99.91% |
| **journalism** | **0.00%** |
| canceled | 100.00% |
| **music** | **9.67%** |
| canceled | 0.04% |
| failed | 0.32% |
| live | 0.18% |
| successful | 99.46% |
| **photography** | **0.48%** |
| failed | 9.19% |
| successful | 90.81% |
| **publishing** | **0.34%** |
| canceled | 1.21% |
| failed | 5.97% |
| successful | 92.82% |
| **technology** | **60.49%** |
| canceled | 0.98% |
| failed | 0.11% |
| successful | 98.91% |
| **theater** | **2.92%** |
| canceled | 0.28% |
| failed | 4.73% |
| live | 0.67% |
| successful | 94.33% |
| **Grand Total** | **100.00%** |

This Pivot displays the perentages of for Failed, Live, Canceled, or Successful states to each Parent category.

|  |  |
| --- | --- |
| **Row Labels** | **Sum of pledged** |
| **film & video** | **5,704,816.95** |
| canceled | 53,469.00 |
| failed | 337,771.78 |
| successful | 5,313,576.17 |
| **food** | **936,992.65** |
| canceled | 1,127.00 |
| failed | 80,300.51 |
| live | 6,078.00 |
| successful | 849,487.14 |
| **games** | **3,052,313.89** |
| failed | 260,905.33 |
| successful | 2,791,408.56 |
| **journalism** | **9,537.00** |
| canceled | 9,537.00 |
| **music** | **3,329,224.34** |
| canceled | 9,637.00 |
| failed | 66,175.32 |
| live | 105,800.38 |
| successful | 3,147,611.64 |
| **photography** | **2,401,613.73** |
| failed | 223,920.31 |
| successful | 2,177,693.42 |
| **publishing** | **1,603,723.15** |
| canceled | 18,781.00 |
| failed | 49,591.25 |
| successful | 1,535,350.90 |
| **technology** | **23,403,723.68** |
| canceled | 2,352,021.51 |
| failed | 1,386,682.01 |
| successful | 19,665,020.16 |
| **theater** | **5,731,796.27** |
| canceled | 98,359.00 |
| failed | 433,620.89 |
| live | 84,231.00 |
| successful | 5,115,585.38 |
| **Grand Total** | **46173741.66** |

This Pivot displays the total dollar amounts donated to each state of each parent category.

This chart is a visual representation of each state per parent category.