# Kickstarter Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. While Technology projects have a relatively high risk of cancellation (30%) and low probability of success (35%), they do grose 33% of all Kickstarter pledge revenue, and are 38 of the top 50 highest grossing projects
   2. Popular Entertainment (film, music, theater) constitute 77% of the total successful projects, with an average rate of success of 68%
   3. Journalism has a 0% success rate, while games and photography have a 0% cancellation rate
2. What are some of the limitations of this dataset?
   1. Ambiguity of Live and Cancelled projects (10% of total number of projects)
   2. Uncertainty of currency valuations by date
   3. No valuation data of merchandise returned to the backers (return on investment)
3. What are some other possible tables/graphs that we could create?
   1. Risk and Reward Comparison (Cancellation Rate, Success Rate, Revenue)

|  |  |  |
| --- | --- | --- |
|  | Risk of | Probability of |
|  | Cancellation Rate | Success Rate |
| film & video | 8% | 58% |
| food | 10% | 16% |
| games | 0% | 36% |
| journalism | 100% | 0% |
| music | 3% | 79% |
| photography | 0% | 47% |
| publishing | 13% | 34% |
| technology | 30% | 35% |
| theater | 3% | 61% |
|  |  |  |
|  | Very low risk of cancellation, AND | |
|  | Very favourable probability of success | |

* 1. Highest Grossing Pledges by Category

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Top 50 Highest Grossing Pledges by Category** | | | | **Count** | **Total Pledged** | **%** |
| Technology | | | | 38 | $15,412,419 | 33.4% |
| Games | | | | 5 | $1,110,493 | 2.4% |
| Theatre | | | | 2 | $323,348 | 0.7% |
| Film & Video |  |  |  | 2 | $340,648 | 0.7% |
| Food | | | | 1 | $184,133 | 0.4% |
| Photography | | | | 1 | $471,567 | 1.0% |
| Publishing | | | | 1 | $590,807 | 1.3% |
| Music | | | | 0 | 0 | 0.0% |
| Journalism | | | | 0 | 0 | 0.0% |
|  |  |  |  | 50 | $18,433,414 | 39.9% |
|  |  |  |  |  |  |  |
| Grand Total Pledges | | | |  | $46,173,742 | 100 |
|  |  |  |  |  |  |  |
| 40% of Kickstarter revenue exists in the top 50 highest grossing projects | | | | | |  |
| 33% of Kickstarter revenue exists in 38 of the top 50 highest grossing technology projects | | | | | | |

* 1. Higher Levels of Categorization (Popular Entertainment versus Ambiguities)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Popular Entertainment** |  | **failed** | **%** | **successful** | **%** |  |
| film & video |  | 180 | 35% | 300 | 58% |  |
| music |  | 120 | 17% | 540 | 77% |  |
| theater |  | 493 | 35% | 839 | 60% |  |
|  |  |  |  |  |  |  |
| Total Pop Entertainment |  | 793 |  | 1679 |  | 2472 |
| % of Grand Total |  | 52% |  | 77% |  |  |
| % of Pop Entertainment |  | 32% |  | 68% |  |  |
| Success Rate of Popular Entertainment projects is 68% |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Ambiguities** |  |  |  |  |  |  |
| Live |  | 50 |  |  |  |  |
| Cancellations |  | 349 |  |  |  |  |
| Total Ambiguities |  | 399 |  |  |  |  |
| % of Grand Total |  | 10% |  |  |  |  |