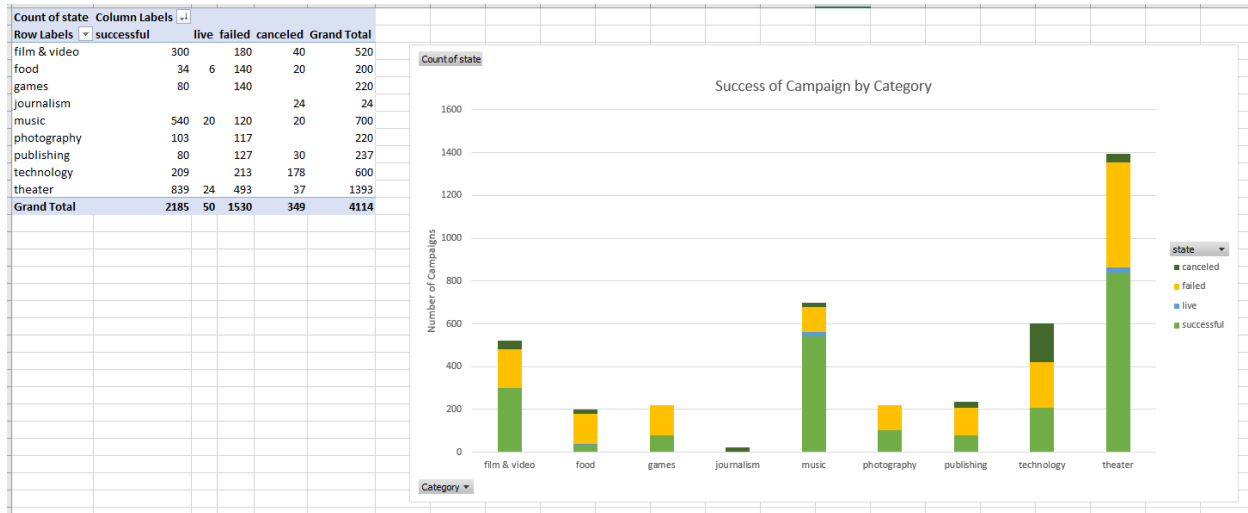
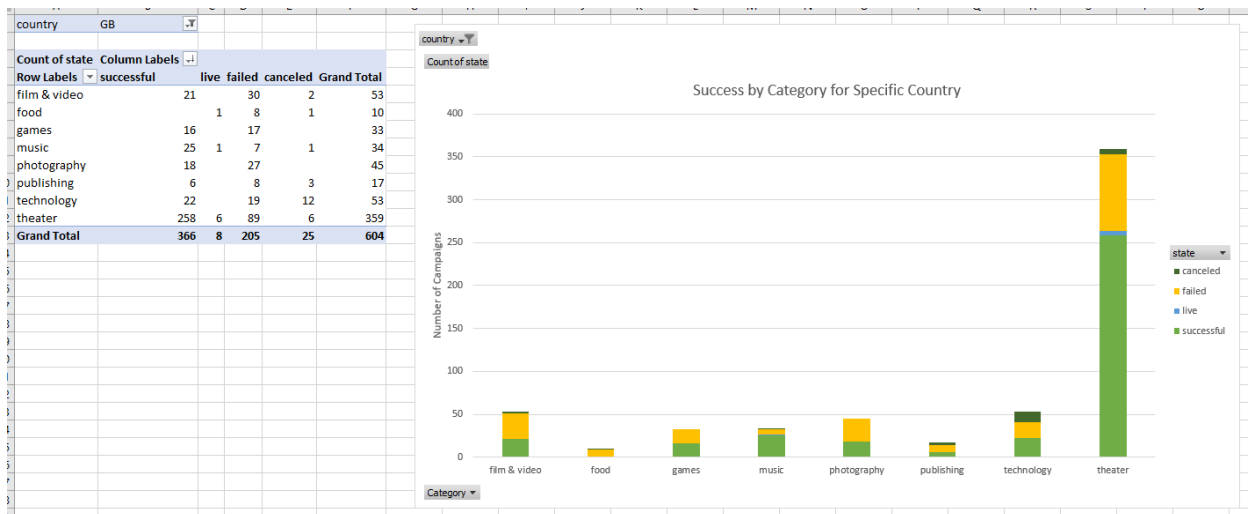


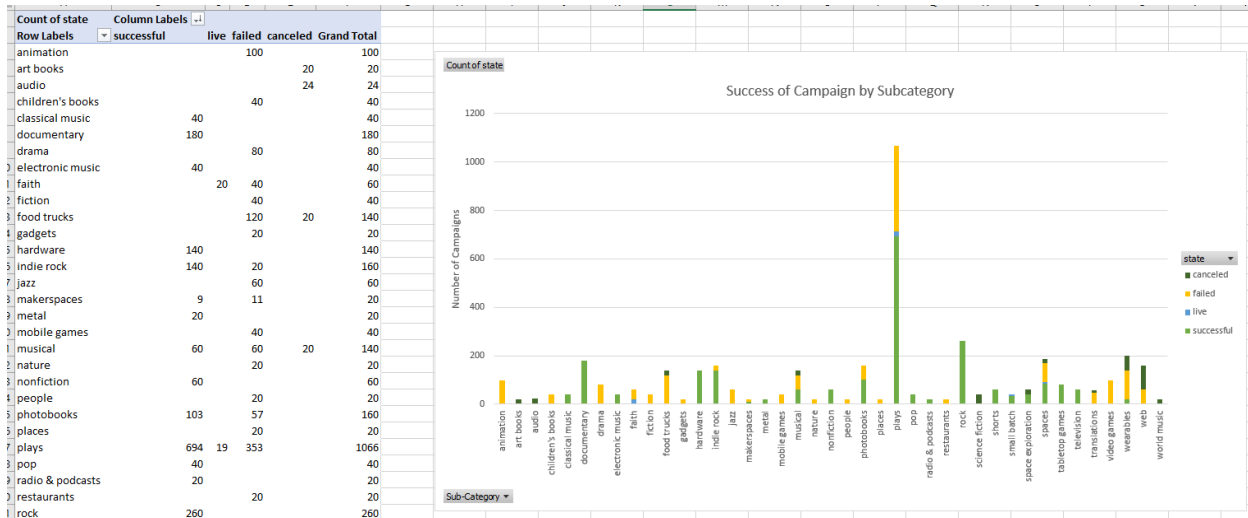
The data I analyzed was a sample size of 4,000 campaigns on the crowdfunding service Kickstarter. Below are the graphs I made that will help us draw conclusions and find the limitations from the sample size



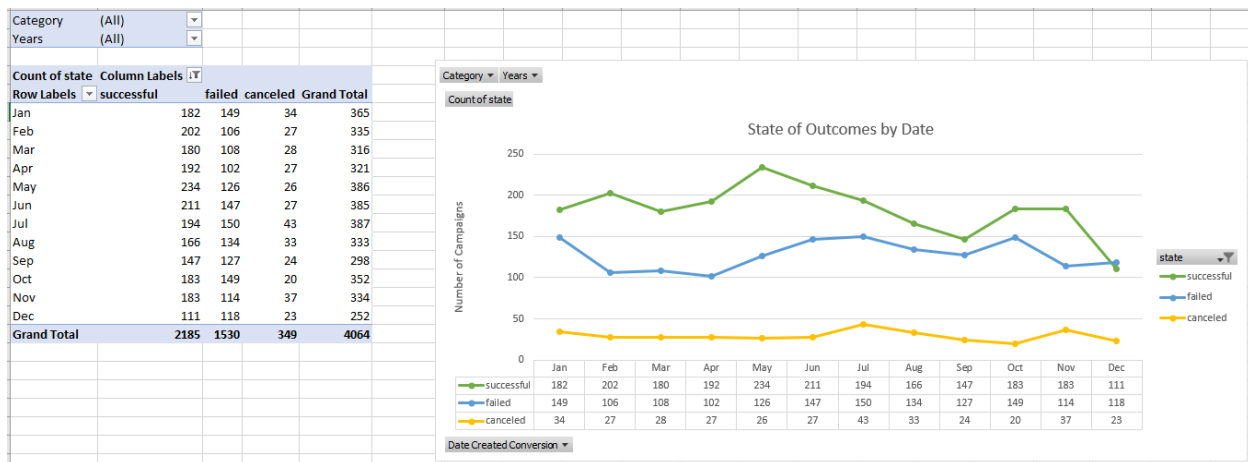
- The above graph focuses on the success of a campaign sorted by category.
- Journalism had 0 successful campaigns in this sample size while the entertainment sectors (theater, music, and film/video) had the most success.
- We do NOT see percent successful on this chart unfortunately because it appears that music would jump to the most efficient while games and technology would look worse.



- In this graph we can further sort the success of a campaign sorted by category AND COUNTRY.
- This allows us insight into where Kickstarter is most used and which industries are more successful for certain countries.
- USA and Great Britain account for nearly 88 percent of all Kickstarters.



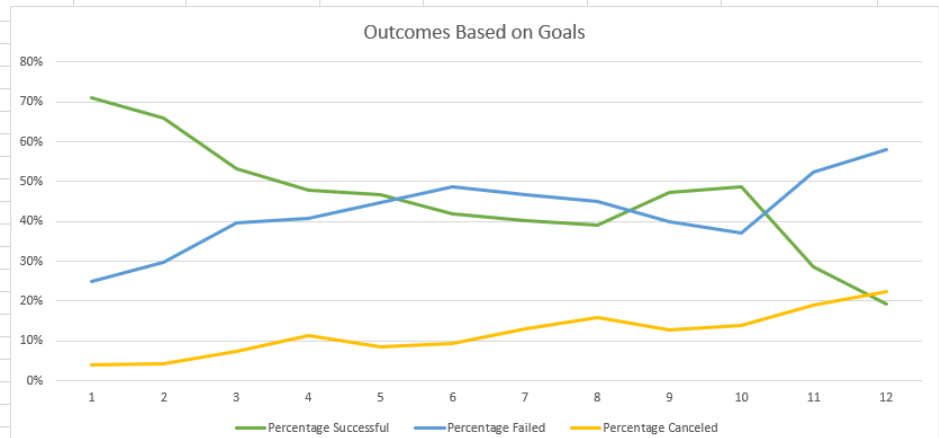
- This graph deepens the categories into subcategories.
- Rock music is by far the most successful subcategory in music; same for documentaries in film.



- This chart allows us to sort by categories and years to show us which month had the most success.
- May, June, and July are when the most Kickstarter campaigns were launched.

Some other graphs that could be interesting are with the category Staff Pick. Using the data to see which category the staff picked most and how successful was the campaign if it was staff picked.

Goal	Number Successful	Number Failed	Number Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
Less than 1000	322	113	18	453	71%	25%	4%
1000 to 4999	932	420	60	1412	66%	30%	4%
5000 to 9999	381	283	52	716	53%	40%	7%
10000 to 14999	168	144	40	352	48%	41%	11%
15000 to 19999	94	90	17	201	47%	45%	8%
20000 to 24999	62	72	14	148	42%	49%	9%
25000 to 29999	55	64	18	137	40%	47%	13%
30000 to 34999	32	37	13	82	39%	45%	16%
35000 to 39999	26	22	7	55	47%	40%	13%
40000 to 44999	21	16	6	43	49%	37%	14%
45000 to 49999	6	11	4	21	29%	52%	19%
Greater than or equal to 50000	86	258	100	444	19%	58%	23%



- The above graph shows the success, fail, and canceled rate of campaigns based on their goal dollar amount.
- Naturally, the loftier of a goal the less success the campaign had.
- There is sharp decline in success rate after \$45,000

Outcome	Backer Count	Outcome	Backer Count	Successful Data	Failed Data
successful	163	failed	37	Mean 194.42517	Mean 17.7098
successful	2035	failed	10	Median 62	Median 4
successful	711	failed	96	Minimum 1	Minimum 0
successful	26457	failed	890	Maximum 26457	Maximum 1293
successful	3	failed	12	Variance 712840.99	Variance 3773.222
successful	3663	failed	456	Standard Dev 844.29911	Standard Dev 61.42656
successful	35	failed	37		
successful	1980	failed	21		
successful	206	failed	36		

- The above graph looks at the normalization data of successful and failed campaigns based on the number of backers.
- This failed data is more normal thus gives a more accurate understanding of the sample.
- The success data does have many outliers that skew the data significantly right. This causes the median to be a better number for the usual number of backers than the actual average.
- Also, the successful campaigns have significantly more variability to the number of ways a campaign can succeed i.e. staff influence, wealthy donor, numerous small doantions...
- The variance and standard deviation are magnitudes higher for successful campaigns than failed ones.