Report:

Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Kickstart has been most successful funding campaigns in English speaking countries, with the United States and Great Britain making up a majority of the grand total of projects.
* Kickstart campaigns in the categories of Theater, Music and Film&Video are not only the highest funded but also appear to have the highest success rates (60%, 77%, and 57.7% respectfully).
* Kickstart campaigns which ended in March through June are more likely to succeed. Contrastingly, those that ended in January, September, and October are more likely to fail or be canceled.

What are some limitations of this dataset?

* There is no information regarding the funding of the projects and who the biggest donors are for each campaign category.
* While the column spotlight looks like it could be useful, there is no context for what the data is showing.

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

* Compare the help of kickstart (percent funded) to the length of the campaign (date created to date ended) and filter by country.
* Compare the number of backers to the total pledged and filter by category.
* Compare the success rate of each category to the percent funded.

Category

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| film & video | 300 | 180 | 40 |  | 520 |
| food | 34 | 140 | 20 | 6 | 200 |
| games | 80 | 140 |  |  | 220 |
| journalism |  |  | 24 |  | 24 |
| music | 540 | 120 | 20 | 20 | 700 |
| photography | 103 | 117 |  |  | 220 |
| publishing | 80 | 127 | 30 |  | 237 |
| technology | 209 | 213 | 178 |  | 600 |
| theater | 839 | 493 | 37 | 24 | 1393 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

Subcategory

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
| Category | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| animation |  | 100 |  |  | 100 |
| art books |  |  | 20 |  | 20 |
| audio |  |  | 24 |  | 24 |
| children's books |  | 40 |  |  | 40 |
| classical music | 40 |  |  |  | 40 |
| documentary | 180 |  |  |  | 180 |
| drama |  | 80 |  |  | 80 |
| electronic music | 40 |  |  |  | 40 |
| faith |  | 40 |  | 20 | 60 |
| fiction |  | 40 |  |  | 40 |
| food trucks |  | 120 | 20 |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware | 140 |  |  |  | 140 |
| indie rock | 140 | 20 |  |  | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces | 9 | 11 |  |  | 20 |
| metal | 20 |  |  |  | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 60 | 60 | 20 |  | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction | 60 |  |  |  | 60 |
| people |  | 20 |  |  | 20 |
| photobooks | 103 | 57 |  |  | 160 |
| places |  | 20 |  |  | 20 |
| plays | 694 | 353 |  | 19 | 1066 |
| pop | 40 |  |  |  | 40 |
| radio & podcasts | 20 |  |  |  | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock | 260 |  |  |  | 260 |
| science fiction |  |  | 40 |  | 40 |
| shorts | 60 |  |  |  | 60 |
| small batch | 34 |  |  | 6 | 40 |
| space exploration | 40 | 2 | 18 |  | 60 |
| spaces | 85 | 80 | 17 | 5 | 187 |
| tabletop games | 80 |  |  |  | 80 |
| television | 60 |  |  |  | 60 |
| translations |  | 47 | 10 |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 20 | 120 | 60 |  | 200 |
| web |  | 60 | 100 |  | 160 |
| world music |  |  | 20 |  | 20 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

Date Created

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| country | (All) |  |  |  |  |  |  |  |  |  |  |  |  |
| Years | (All) |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | | | | | | | | |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 182 | 149 | 34 | 365 |
| Feb | 202 | 106 | 27 | 335 |
| Mar | 180 | 108 | 28 | 316 |
| Apr | 192 | 102 | 27 | 321 |
| May | 234 | 126 | 26 | 386 |
| Jun | 211 | 147 | 27 | 385 |
| Jul | 194 | 150 | 43 | 387 |
| Aug | 166 | 134 | 33 | 333 |
| Sep | 147 | 127 | 24 | 298 |
| Oct | 183 | 149 | 20 | 352 |
| Nov | 183 | 114 | 37 | 334 |
| Dec | 111 | 118 | 23 | 252 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |

Date Ended

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| country | (All) |  |  |  |  |  |  |  |  |  |  |  |  |
| Years | (All) |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | | | | | | | | |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 133 | 127 | 26 | 286 |
| Feb | 150 | 124 | 29 | 303 |
| Mar | 207 | 124 | 28 | 359 |
| Apr | 187 | 100 | 29 | 316 |
| May | 204 | 120 | 28 | 352 |
| Jun | 222 | 120 | 23 | 365 |
| Jul | 222 | 134 | 33 | 389 |
| Aug | 196 | 155 | 39 | 390 |
| Sep | 156 | 136 | 24 | 316 |
| Oct | 160 | 145 | 34 | 339 |
| Nov | 161 | 133 | 21 | 315 |
| Dec | 187 | 112 | 35 | 334 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |

Bonus

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Goal | Number\_Successful | Number\_Failed | Number\_Canceled | Total\_Projects | Percentage\_Successful | Percentage\_Failed | Percentage\_Canceled |
| <1000 | 322 | 113 | 18 | 453 | 71.1% | 24.9% | 4.0% |
| 1000 to 4999 | 932 | 420 | 60 | 1412 | 66.0% | 29.7% | 4.2% |
| 5000 to 9999 | 381 | 283 | 52 | 716 | 53.2% | 39.5% | 7.3% |
| 10000 to 14999 | 168 | 144 | 40 | 352 | 47.7% | 40.9% | 11.4% |
| 15000 to 19999 | 94 | 90 | 17 | 201 | 46.8% | 44.8% | 8.5% |
| 20000 to 24999 | 62 | 72 | 14 | 148 | 41.9% | 48.6% | 9.5% |
| 25000 to 29999 | 55 | 64 | 18 | 137 | 40.1% | 46.7% | 13.1% |
| 30000 to 34999 | 32 | 37 | 13 | 82 | 39.0% | 45.1% | 15.9% |
| 35000 to 39999 | 26 | 22 | 7 | 55 | 47.3% | 40.0% | 12.7% |
| 40000 to 44999 | 113 | 256 | 92 | 461 | 24.5% | 55.5% | 20.0% |
| 45000 to 49999 | 6 | 11 | 4 | 21 | 28.6% | 52.4% | 19.0% |
| 50000+ | 86 | 258 | 100 | 444 | 19.4% | 58.1% | 22.5% |

Bonus Stats

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | general |  | successful | failed | canceled | live |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The mean number of backers. | 112.6023335 |  | 194.4252 | 17.7098 | 27.30659 | 36.02 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The median number of backers. | 25 |  | 62 | 4 | 2 | 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The minimum number of backers. | 0 |  | 26457 | 1293 | 1501 | 884 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The maximum number of backers. | 26457 |  | 1 | 0 | 0 | 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The variance of the number of backers. | 388767.362 |  | 713167.4 | 3775.689 | 11648.45 | 15648.67 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The standard deviation of the number of backers. | 623.5121186 |  | 844.4924 | 61.44664 | 107.928 | 125.0947 |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  | | --- | | median tells story | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  | | --- | | There is a smaller variance on the pledges that were canceled or failed as those with smaller margins. Campagins that fail usually don't make a lot, making them similar in variability. A successful campaign can be either somewhat successful or SUPER successful, hence the increase in variability | |  |  |  |  |  |  |  |  | | | | | | | | | | | |
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