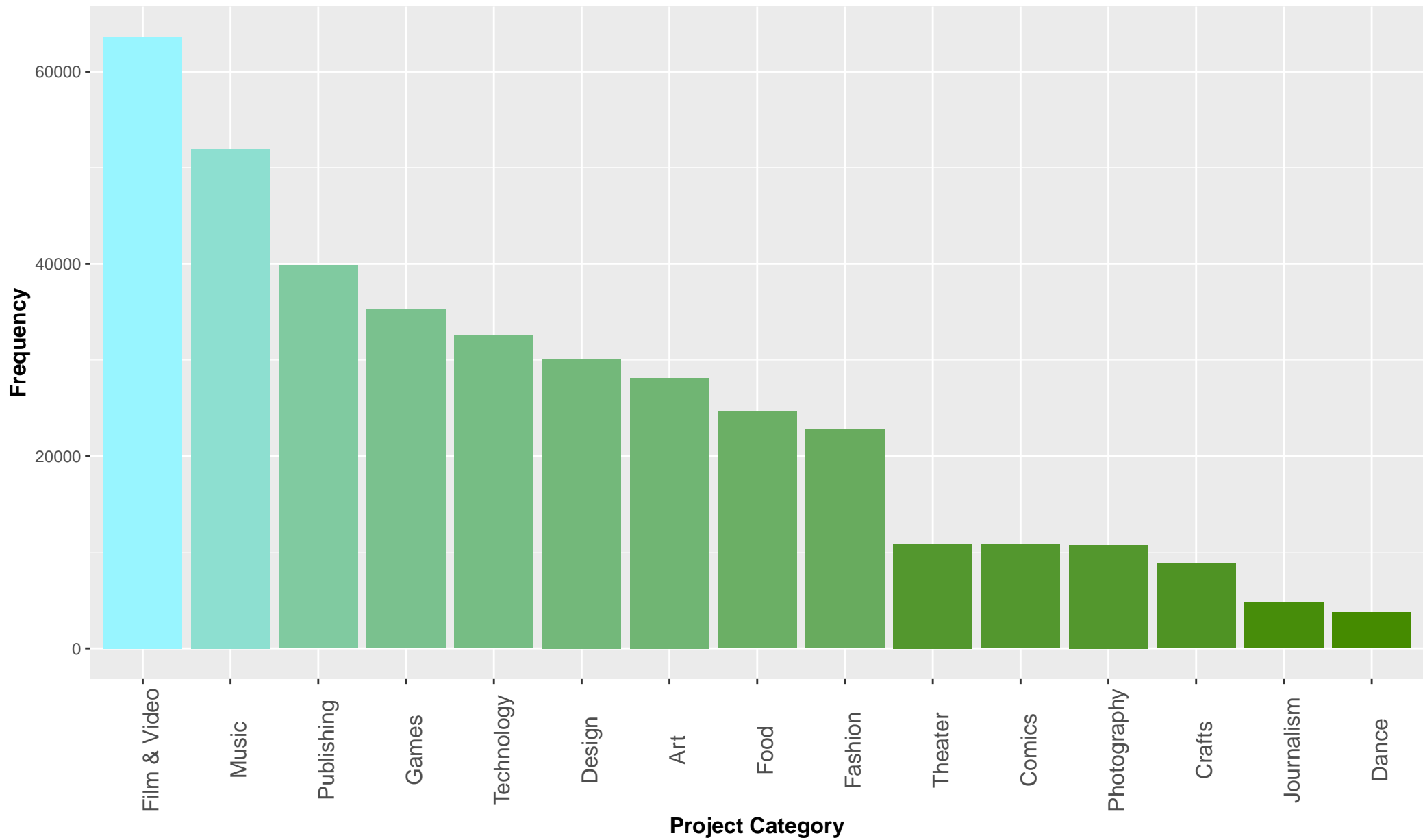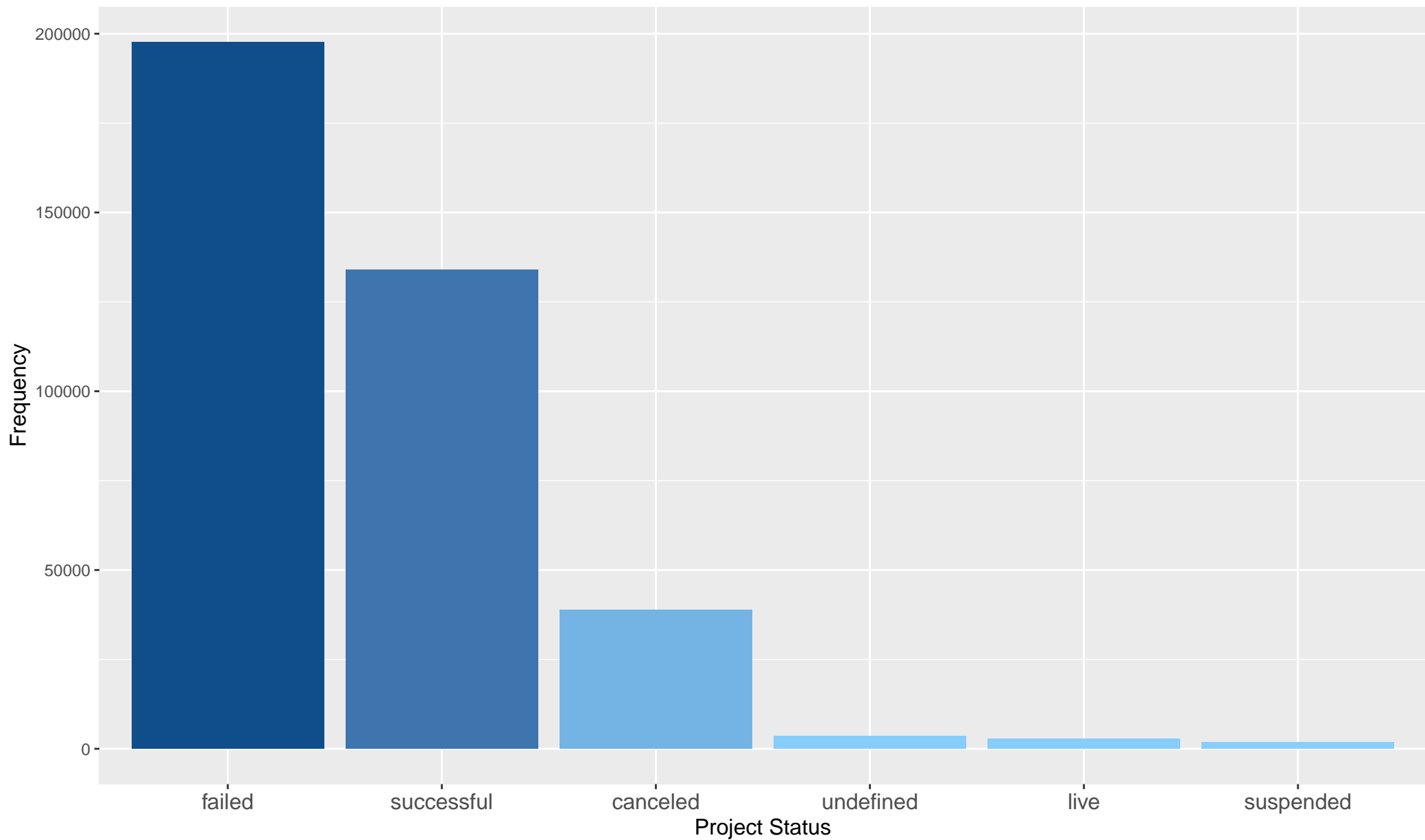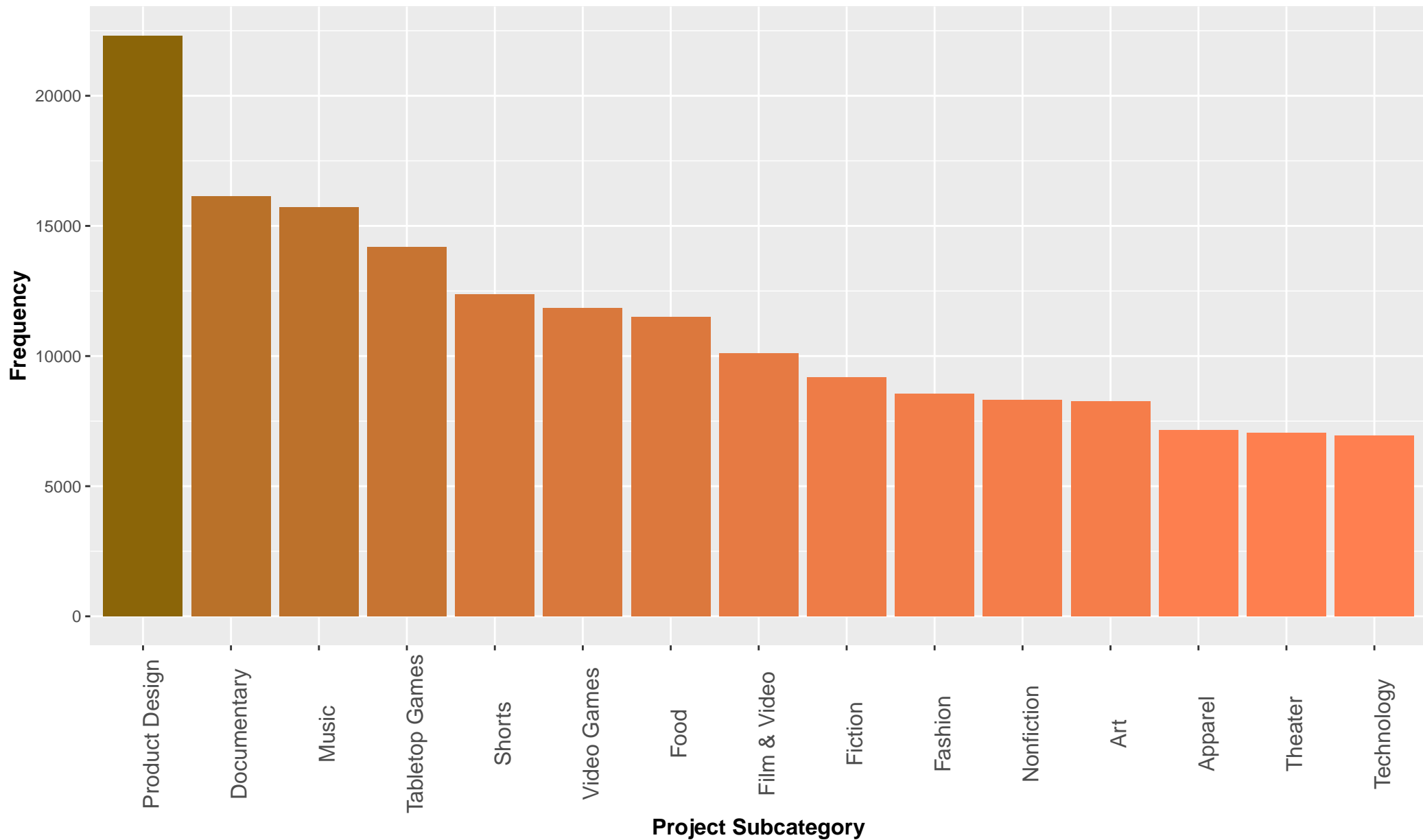# No of Projects by Category
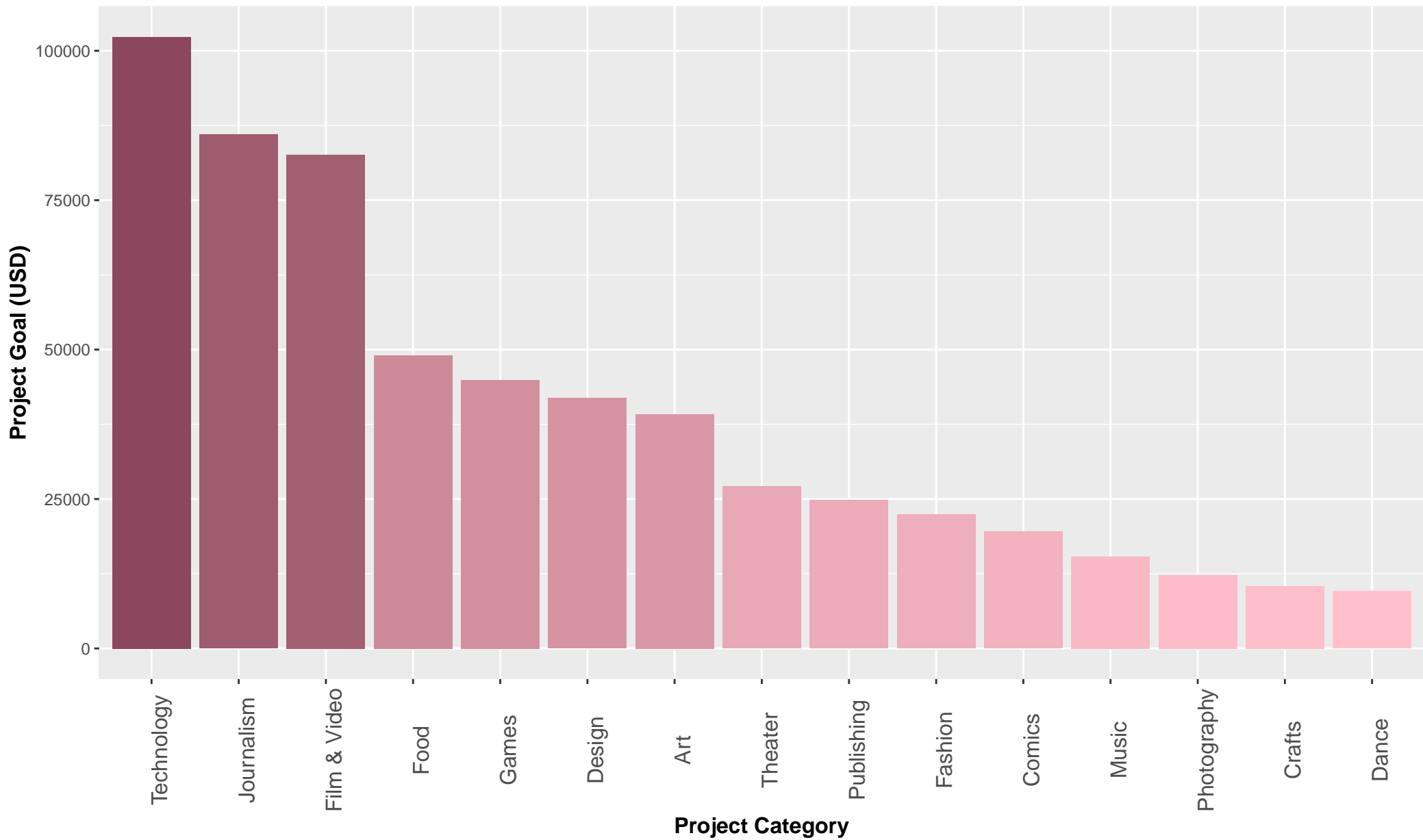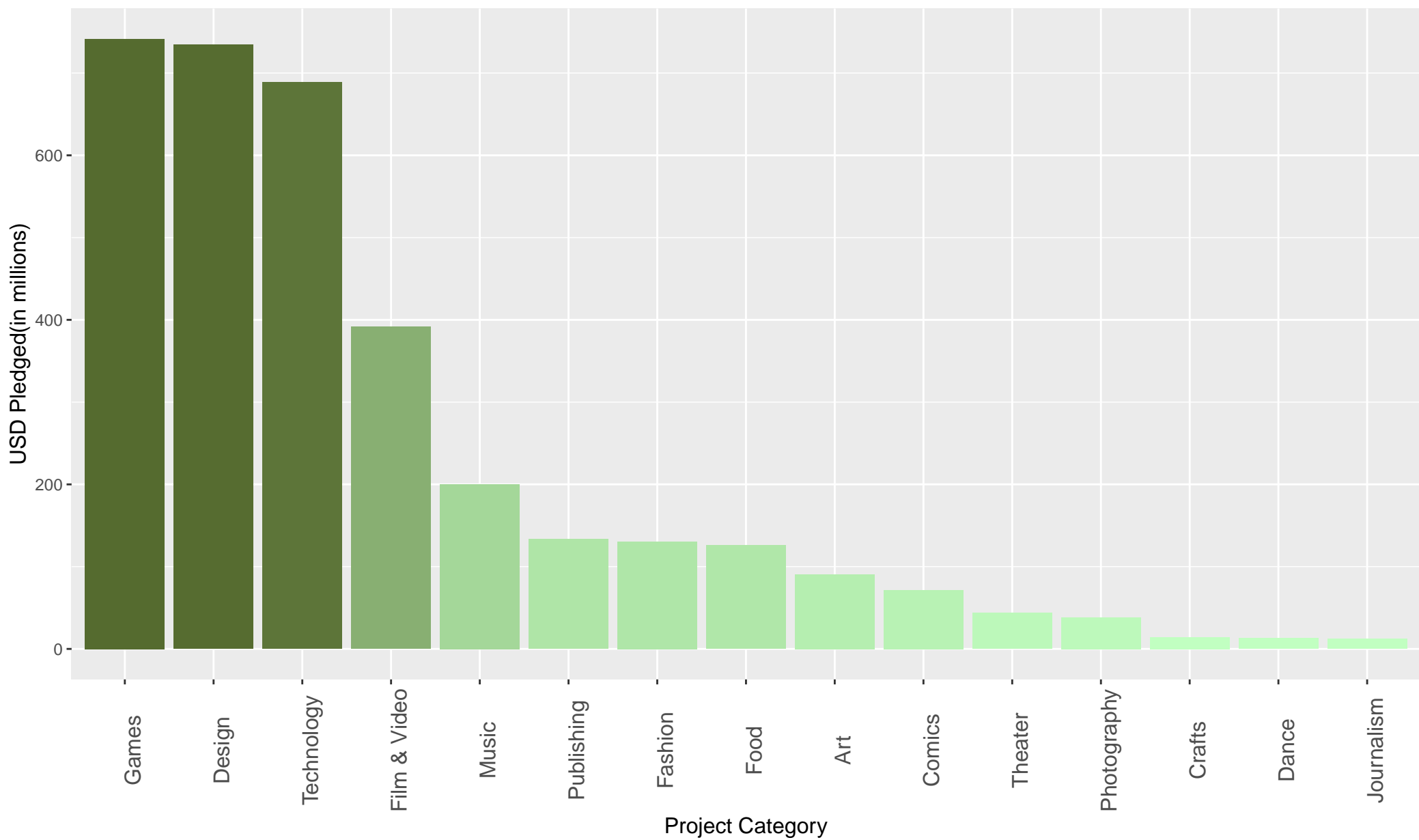
Status of Projects

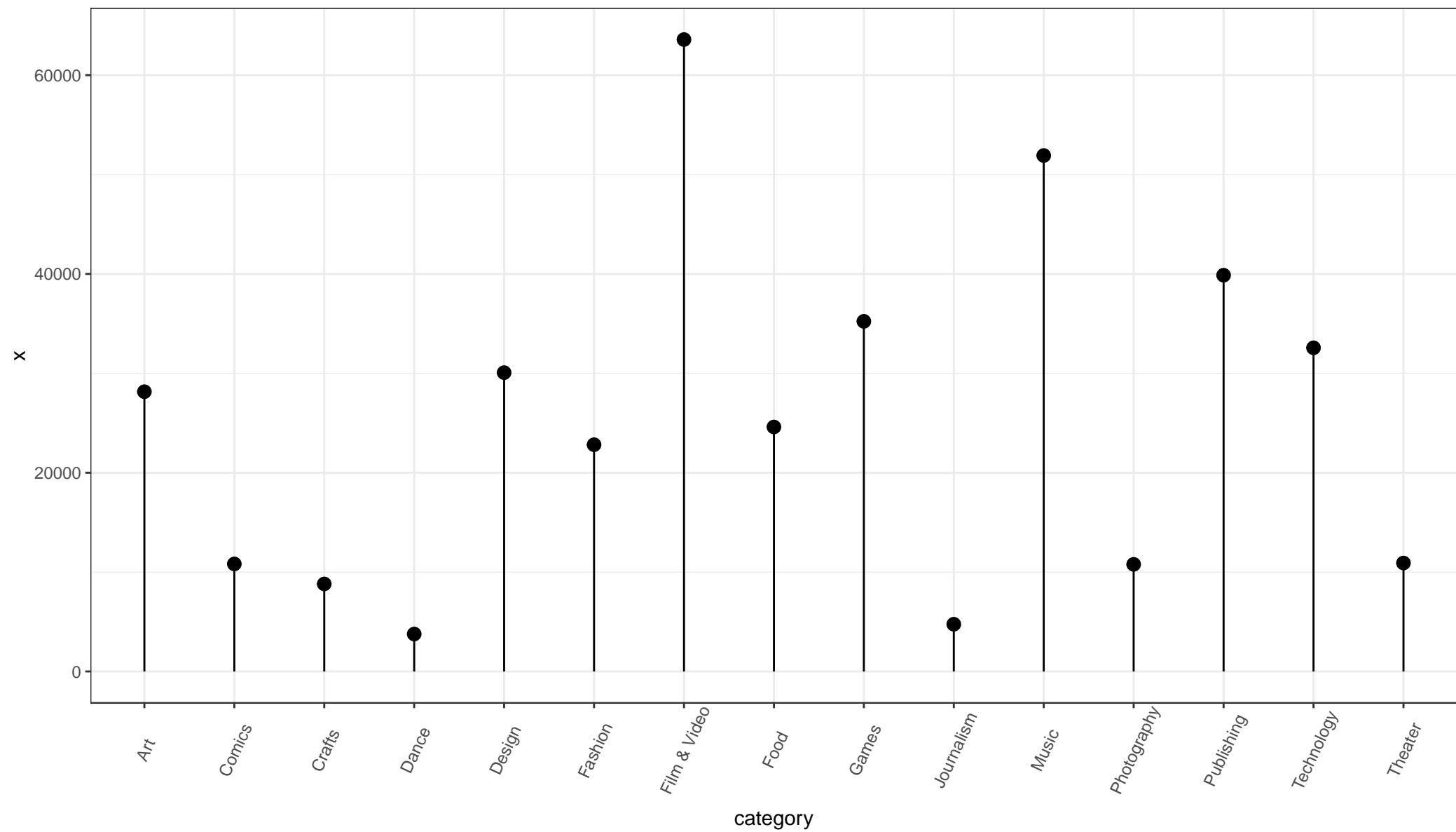# Top 15 subcategories of Projects

Average Project Goal

Total Amount Pledged by Category

Lollipop Chart

Backer$Category

Average Amount Pledged per Backer

Project Category	Amount Pledged (USD)
Technology	$128.6
Design	$101.19
Food	$94.4
Film & Video	$93.28
Fashion	$92.96
Photography	$89.94
Theater	$85.13
Dance	$80.67
Art	$76.32
Music	$73.96
Journalism	$68.3
Games	$65.39
Publishing	$59.86
Crafts	$59.85
Comics	$49.05
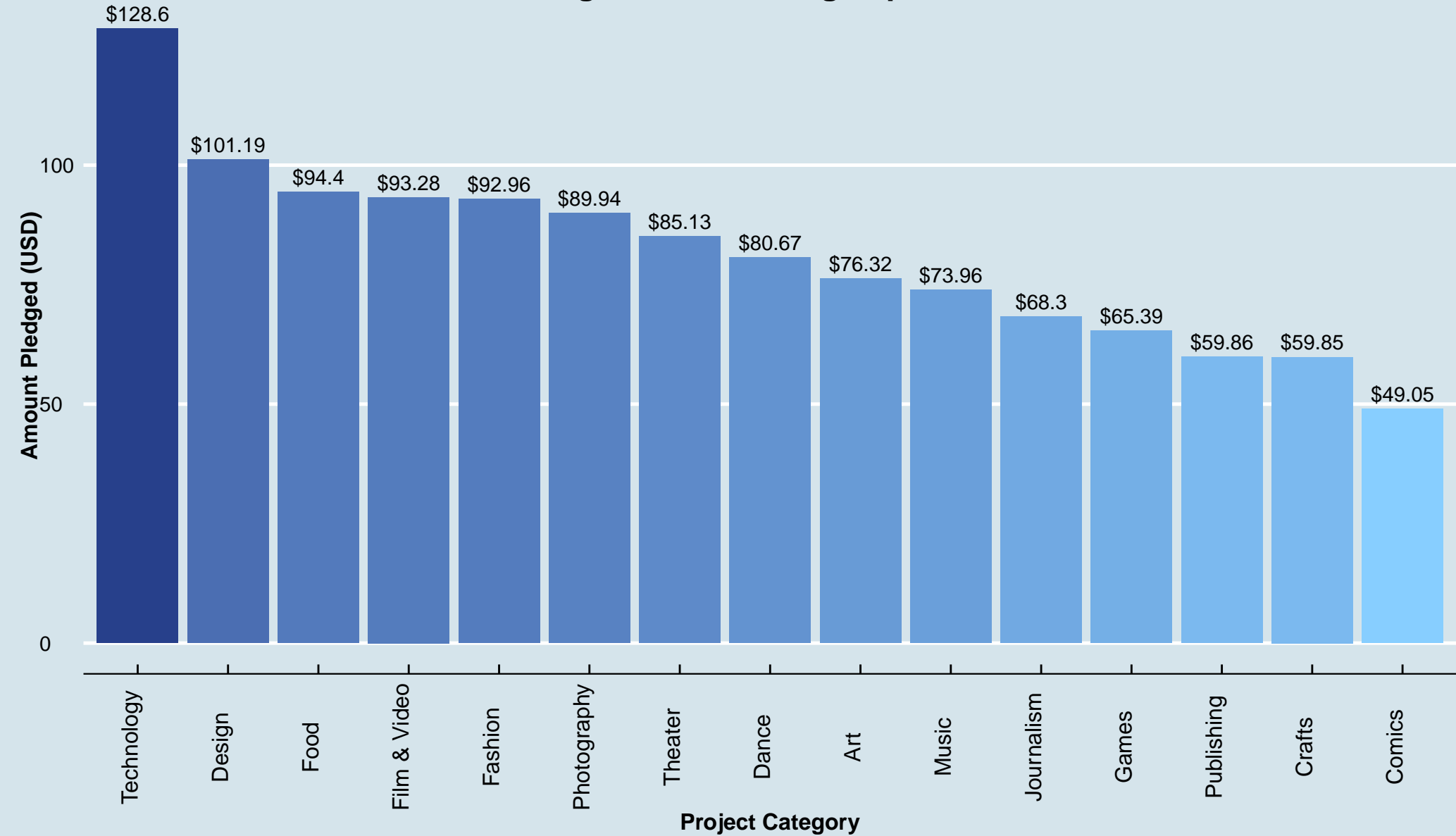
Project Goal vs. Project Category
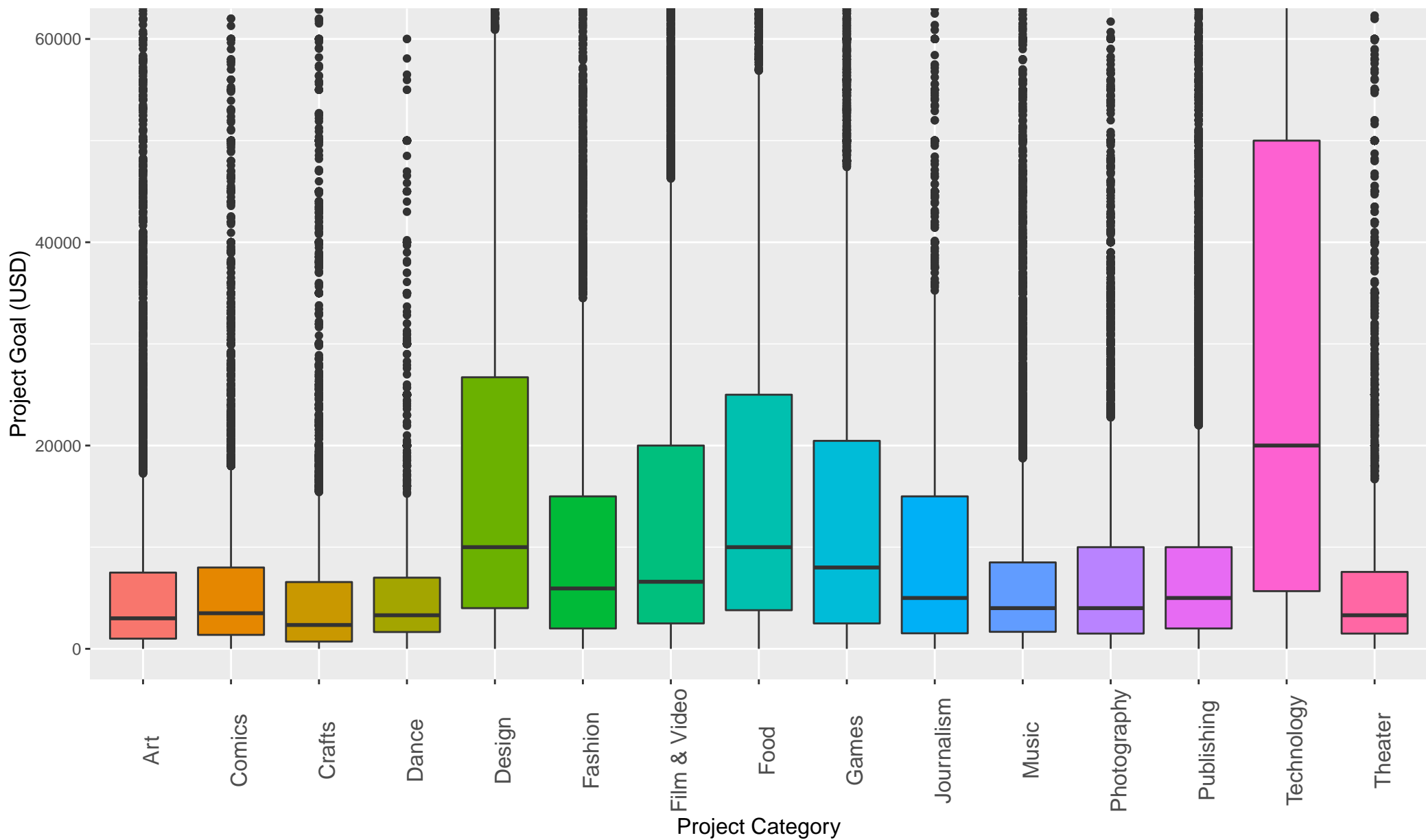
Amount Pledged vs. Project Category

Amount Pledged (USD)

Project Category

Art, Comics, Crafts, Dance, Design, Fashion, Film & Video, Food, Games, Journalism, Music, Photography, Publishing, Technology, Theater
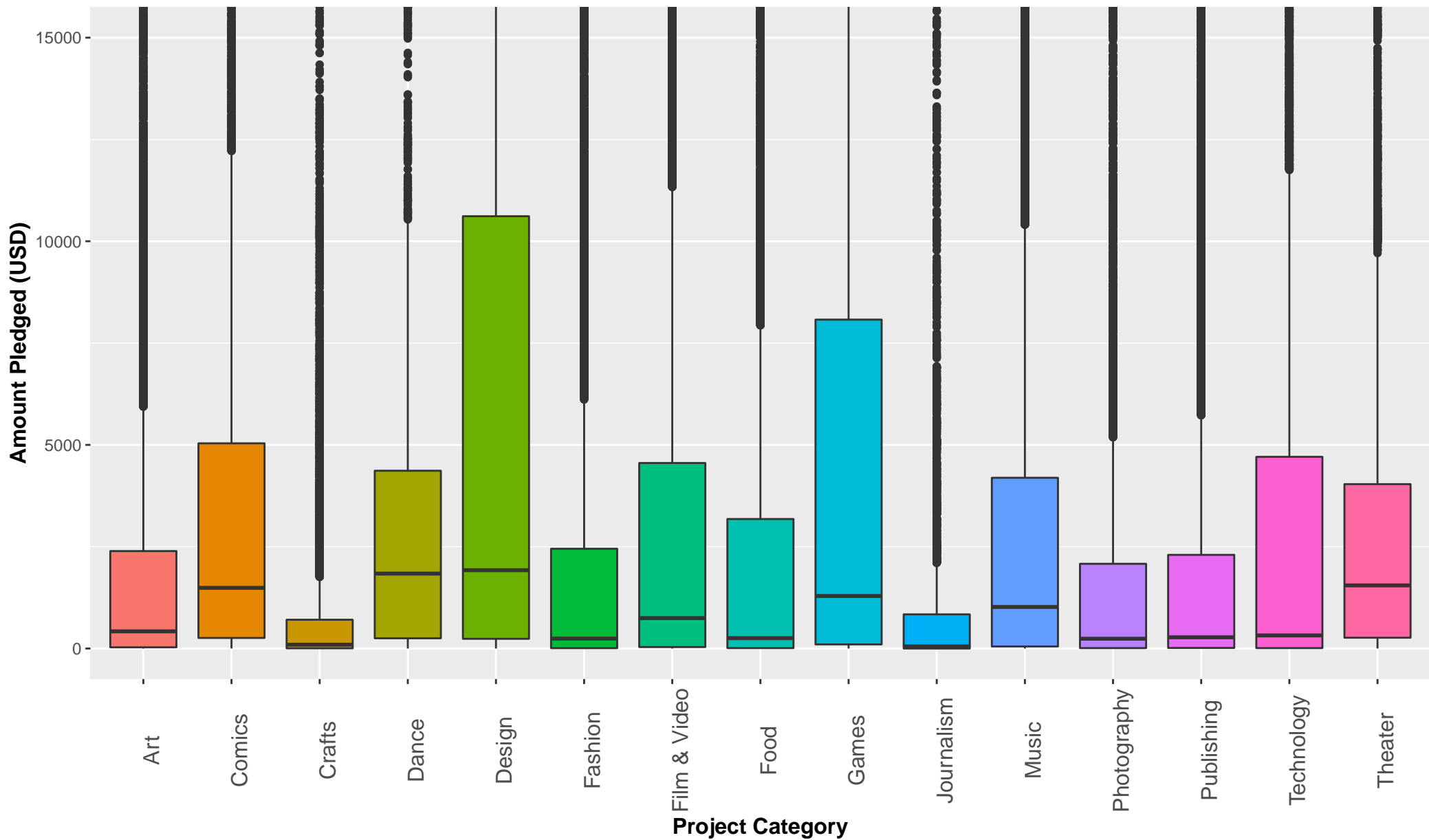
Number of Projects by Country
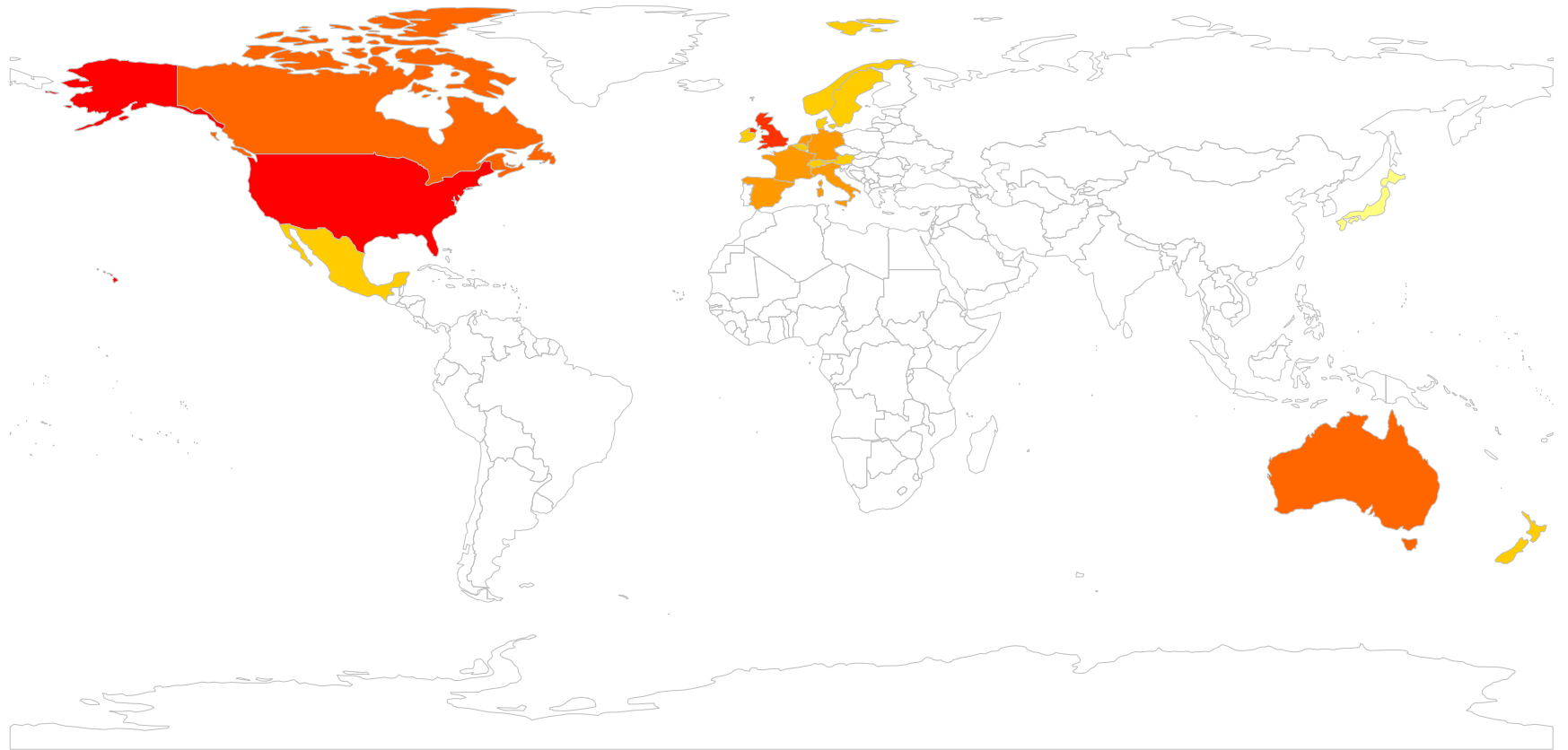
40   292600
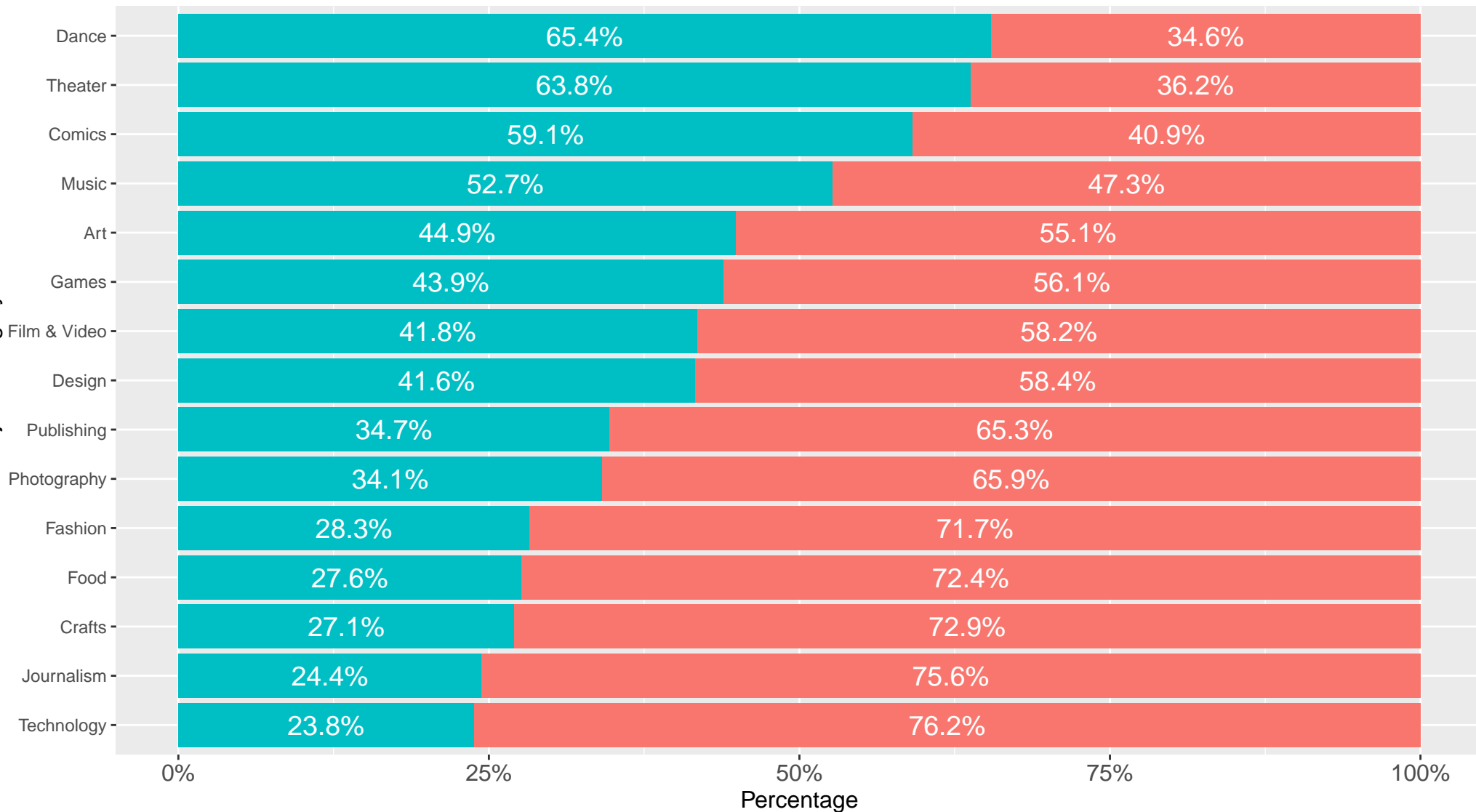
Distribution of log(USD Pledged) vs. log(USD Goal)
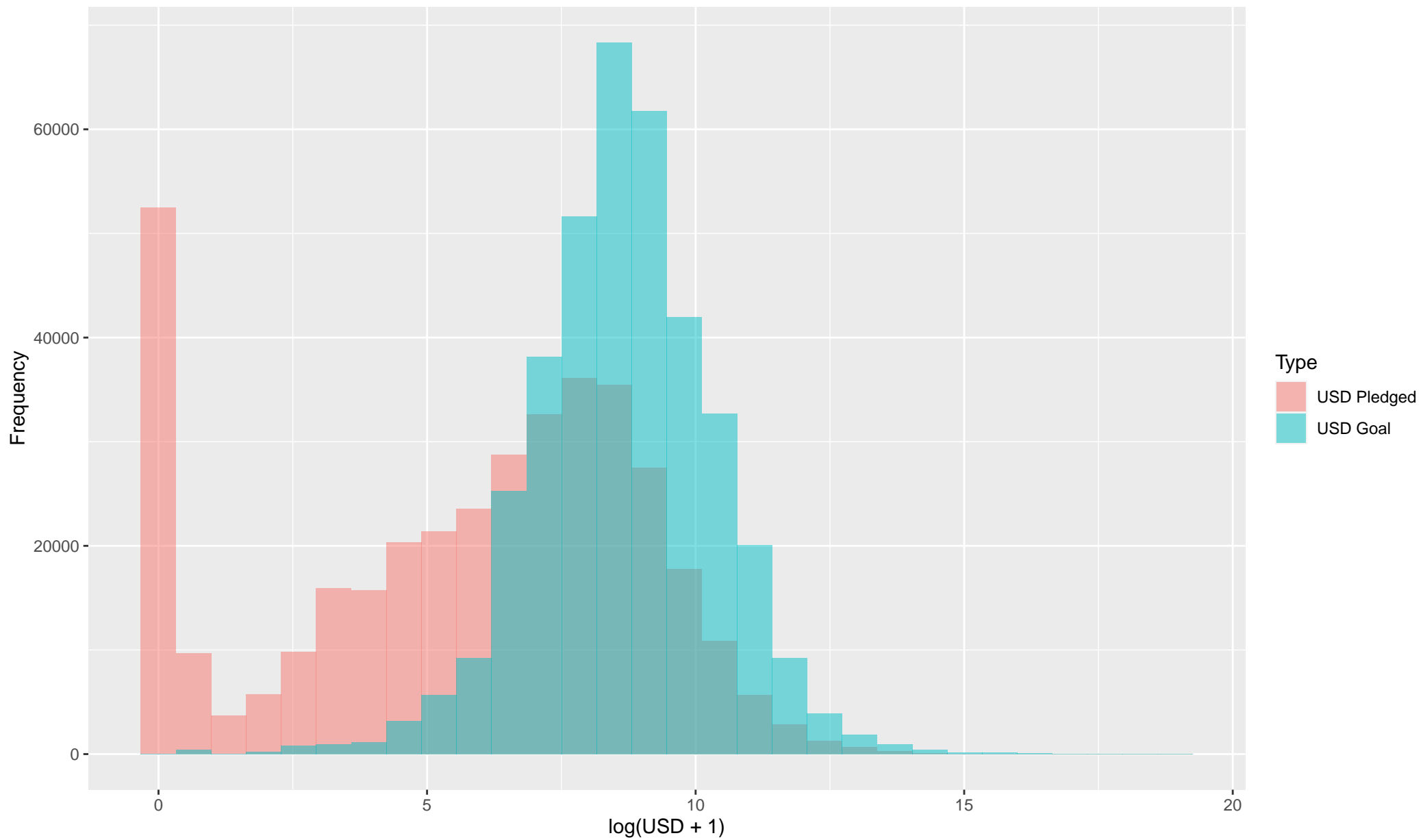
Success vs. Failure Rate by Project Category

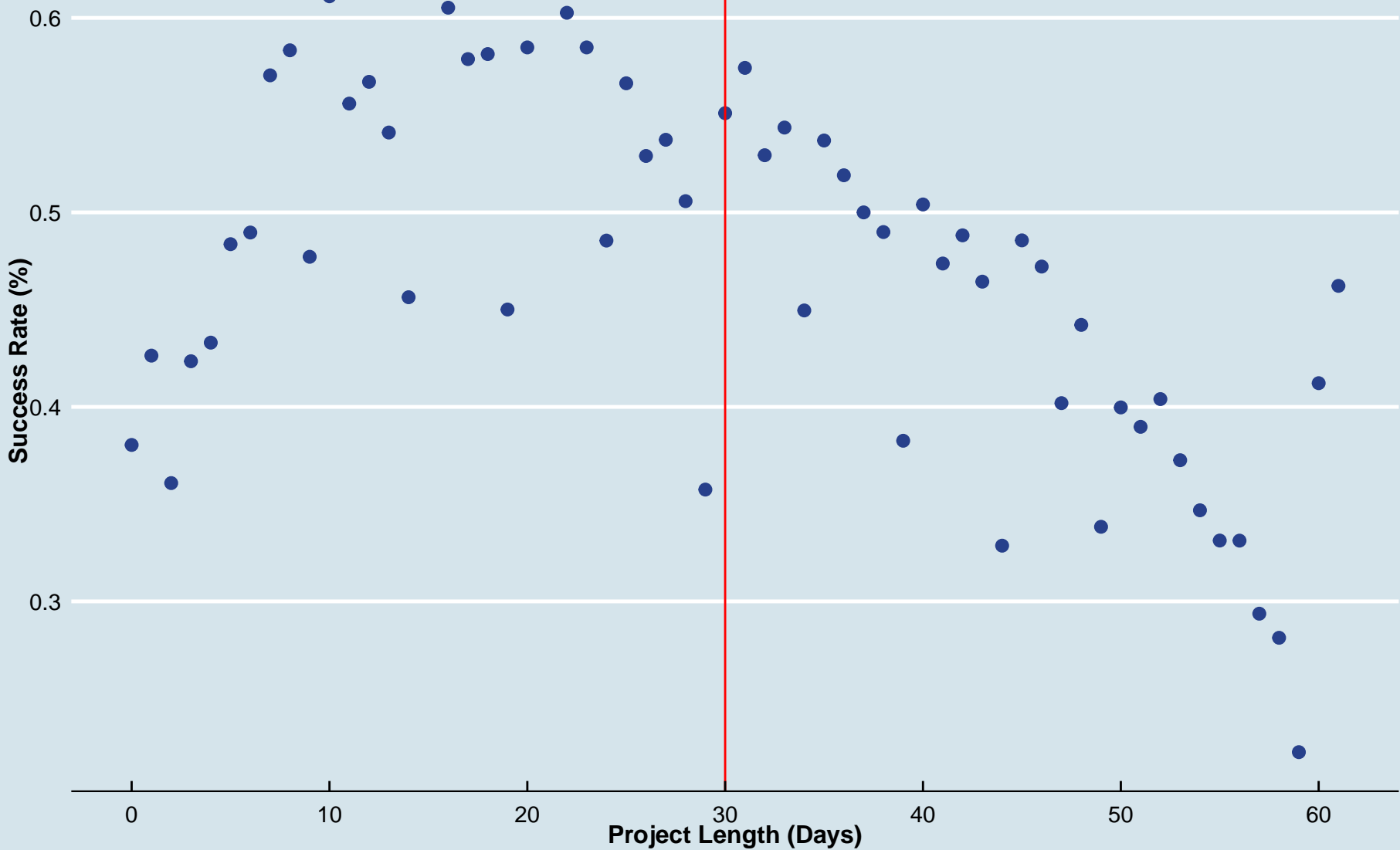| Project Category	successful	failed
Dance	65.4%	34.6%
Theater	63.8%	36.2%
Comics	59.1%	40.9%
Music	52.7%	47.3%
Art	44.9%	55.1%
Games	43.9%	56.1%
Film & Video	41.8%	58.2%
Design	41.6%	58.4%
Publishing	34.7%	65.3%
Photography	34.1%	65.9%
Fashion	28.3%	71.7%
Food	27.6%	72.4%
Crafts	27.1%	72.9%
Journalism	24.4%	75.6%
Technology	23.8%	76.2%

state: failed, successful

Percentage

Success Rate vs. Project Length

Success Rate (%) vs. Project Length (Days)

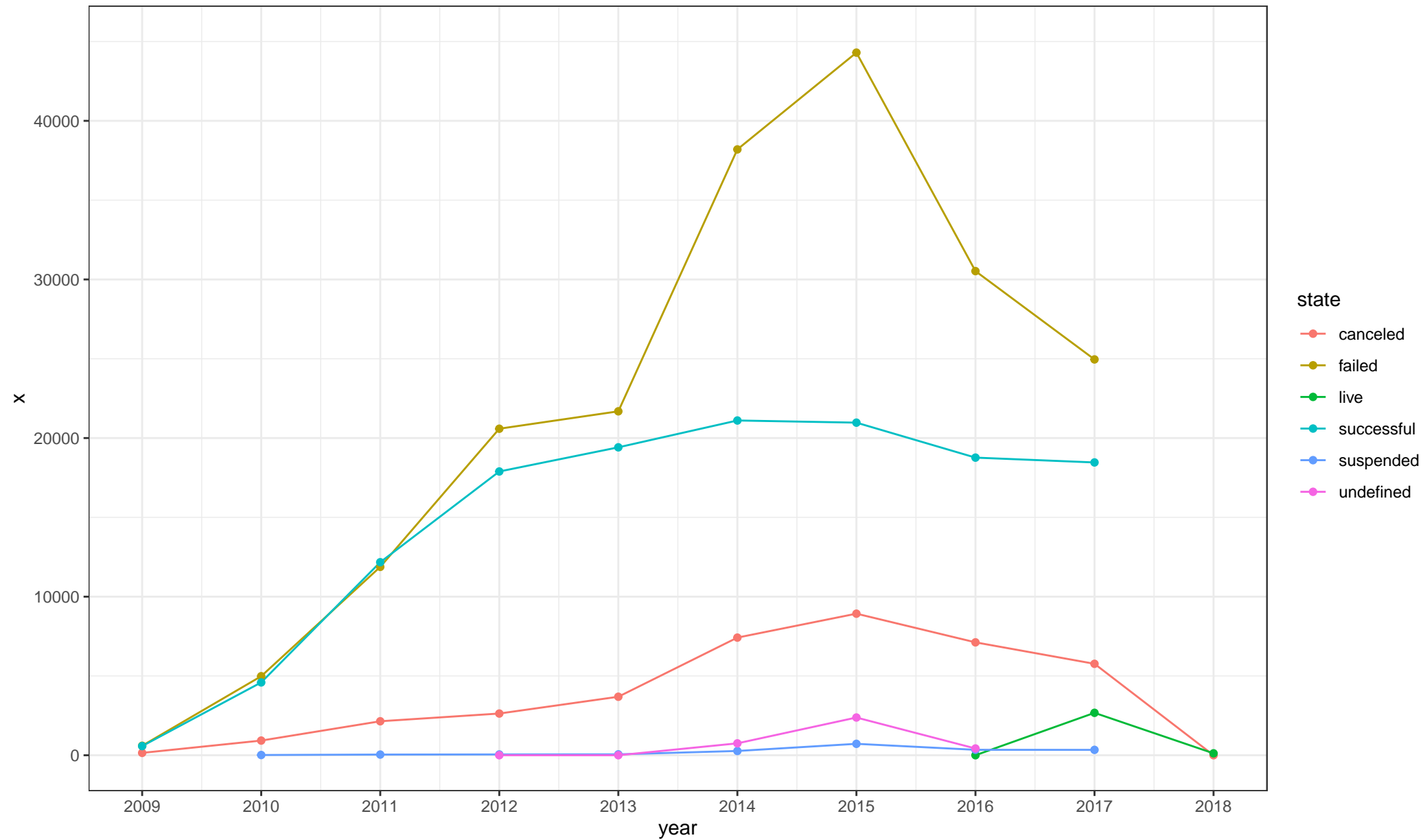# Total projects in every Category each year

Average amount raised by Category in each year
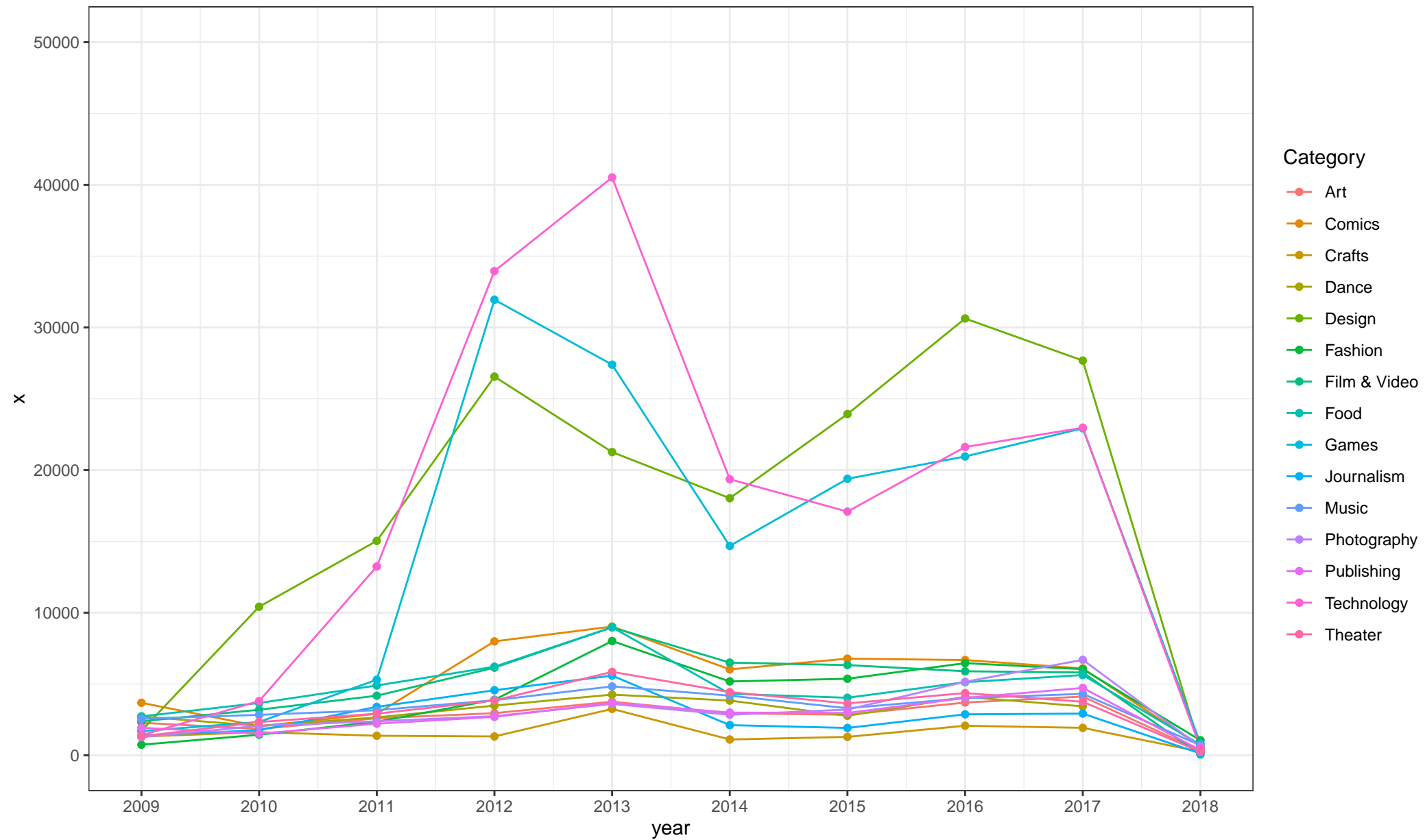
Total projects in every state in each year

Average amount raised by state in each year