**Conclusions:**

* *Each project had a status of either failed, successful, live, suspended or canceled.*

1. Theater is by far the most prevalent category, which leads there to be a peak in Kickstarters.

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

1. Later years tend to have many more Kickstarter campaigns than earlier years do in this sample. This may be partly due to the financial crisis. This may also partly be due to the fact that Kickstarter is a relatively new company (founded in 2009).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| 2009 | 1 | 4 |  | 9 | 14 |
| 2010 | 1 | 15 |  | 49 | 65 |
| 2017 | 15 | 25 | 50 | 59 | 149 |
| 2011 | 7 | 28 |  | 136 | 171 |
| 2013 | 7 | 67 |  | 200 | 274 |
| 2012 | 6 | 60 |  | 216 | 282 |
| 2016 | 94 | 310 |  | 475 | 879 |
| 2014 | 74 | 335 |  | 474 | 883 |
| 2015 | 124 | 433 |  | 567 | 1124 |

1. The numbers may not be statistically significant given that the sample is even smaller to derive solid conclusion. However, it is safe to conclude that plays are very popular as per the sub-category sheet in the work book.

**limitations?**

1. Some of the results are not statistically relevant given the small sample size, Only a third of Kickstarter campaigns make it through funding with positive outcomes, but this database shows that more than half of the programs selected are successful.
2. We need to analyze a variety of crowdsourcing companies to draw more significant insights.

**Other possible tables and/or graphs**

1. Perhaps determine if there is a trend to what separates the duration of successful and unsuccessful projects.
2. Assemble data by states for possible trends for the highest rates of success vs. highest rate of unsuccessful.