# **Kickstarter campaigns’ analysis results**

## **Conclusions**

1. According to the performed data analysis we can conclude that the most popular campaign category is ‘theater’ because the largest amount of campaigns was related to this category as well as the largest number of successful campaigns (see picture below);
2. Besides that, based on the analysis results, we can say that ‘music’ campaigns are more likely to be successful because there is the largest percentage of successful campaigns in this category for the whole period of observation (see details below);
3. Also we can observe the dependency between the number of successful projects and the period of time when these projects were started. According to the analysis, there is a positive trend among the data presented the count of successful projects started during the period of time since 2009 till 2015 (except the period of 2013). But since 2015 there has been a considerable decline in amount of successful campaigns (see table and chart below). It should be taken into account that for 2017 we have data only for three months (January 2017 – March 2017), so it’s possible to analyze the annual dynamic among the data that related only to 2009 – 2016. We can only estimate the total number of campaigns for 2017. E.g. we can extrapolate the total number from the first three months based on the month-to-month dynamics of the previous years. However, due to significant differences in trends before 2015 and after, such extrapolation would have low precision. So, to be safe, we should ignore the data for the first three months of 2017 to make more correct conclusions.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| state | successful |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Count of id** | **Column Labels** |  |  |  |  |  |  |  |  |
| **Row Labels** | **film & video** | **food** | **games** | **music** | **photography** | **publishing** | **technology** | **theater** | **Grand Total** |
| **2009** | **2** |  |  | **6** |  |  | **1** |  | **9** |
| **2010** | **20** |  |  | **21** | **1** | **1** | **3** | **3** | **49** |
| **2011** | **41** |  | **1** | **74** |  | **11** | **5** | **4** | **136** |
| **2012** | **41** |  | **1** | **136** |  | **15** | **15** | **8** | **216** |
| **2013** | **35** |  | **8** | **97** |  | **21** | **28** | **11** | **200** |
| **2014** | **60** | **12** | **12** | **76** | **16** | **15** | **42** | **241** | **474** |
| **2015** | **58** | **7** | **19** | **71** | **36** | **11** | **61** | **304** | **567** |
| **2016** | **37** | **11** | **28** | **52** | **40** | **6** | **52** | **249** | **475** |
| **2017** | **6** | **4** | **11** | **7** | **10** |  | **2** | **19** | **59** |
| **Grand Total** | **300** | **34** | **80** | **540** | **103** | **80** | **209** | **839** | **2185** |

## **Dataset limitations**

There are some limitations of provided data which should be noticed:

1. It’s not possible to compare data related to 2017 with other presented years because for 2017 we have data only for three months (January 2017 – March 2017), so we cannot see the annual dynamic including the last year of the observation period;
2. Comparing the amount of donations per country, different external factors should be taken into account, such as inflation rates and currency exchange rates.

It’s important to eliminate these factors for the comparison propriety because given numbers belong to the different periods of time and currencies;

1. There is no information about campaigns’ founders, their background, experience and education. So we have no opportunity to discover possible dependencies between this information and the fact of success.

## **Other possible tables/graphs that could be created**

1. It could be useful to observe percentage of projects by country in order to find the most active country in crowdfunding (see chart below);
2. Also it’s possible to find the most popular category in each country to define what category seems to be the most attractive based on the total number of campaigns (see bar chart below);
3. Besides that, the numbers of backers by category can be observed to define the most popular category for donating (see picture below).