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

Kickstarter is a crowdfunding service that began in 2009 primarily to raise money for artists’ projects. Through time, it has served as a platform to raise funds for these 8 categories: theater, music, technology, film & video, publishing, games, photography, food and journalism.

The data provided covers the period May 2009 – March 2017. Based on the raw data, I’ve defined “state” used in this dataset.

Successful Campaigns with pledges greater than the goal amount.

Failed Campaigns with pledges less than the goal amount.

Canceled Campaigns that weren’t carried out until deadline. Goal may or may not have been achieved.

Live Campaigns that, at the time of data’s release, were live. No conclusive outcome could be made.

Goal may or may not have been achieved.

Based on Table 1, the campaign category that sought funding the most through Kickstarter was **THEATER**, garnering the largest share in the total project mix at 33.86%. Trailing second is another performing arts category, **MUSIC** followed by **TECHNOLOGY** at 3rd place.

**THEATER** is also the category with the greatest number of successful campaigns, i.e. 839 over a total of 2,185 successfully funded projects. Although this is so, it is also the category with the greatest number of failed campaigns. The sub-category, PLAYS, accounts for 82.72% of THEATER’s successful campaigns (See Table 2).

Under the category **MUSIC**, the **ROCK** genre shows the greatest number of successful campaigns with no documented failed campaigns (See Table 2).

Table 3 shows aggregate campaign activity for months in the calendar year for period May 2009 – March 2017. The month of June garnered the greatest number of campaigns initiated; May shows the greatest number of successful campaigns launched. April shows the highest number of failed campaigns initiated, while October shows the least. A time trend analysis, however, can’t be gleaned in this table, unless the timeline is plotted. If so, it will show campaign activity peaking in the year 2015.

The graph on the Bonus tab shows project outcome percentage against goal range distribution. As goal amount increases, success rate decreases;failure rate increases and cancelled rate increases.

There are many analyses that one can arrive at with this data. It all depends on the objective of the study or the ASK. For example, we can narrow down the study to a specific country as cause appeal may change from location to location.

**What are some limitations of this dataset?**

This dataset does not consider factors such as social demographics/profile of pledgers and other variables such as, i.e. marketing tactics employed and frequency, cause appeal to specific population, engagement via number of interactions with pledgers and vice versa. These factors may also be factors contributing to the outcomes of the campaigns.

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

Correlation between duration of campaign vs. number of successful and failed campaigns.

Stacked column showing % of successful and failed campaigns for each category and sub-category.

Correlation between # of backers and % Funded.

Correlation between duration of campaign and % Funded.