Given the provided data, we are able to draw three conclusions about Kickstarter campaigns. The first is that theater campaigns appear to be the most popular category of projects, as there have been 1,393 campaigns total, with all other categories at or below 700.

Looking further into our data, we are able to draw our second conclusion that although theater campaigns appear to be the most popular category, music campaigns appear to be the most successful. Given the data, we can see that 77% of music campaigns are successful, compared to theater with a 60% success rate.

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| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **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** |

The third conclusion we can draw from the given data is that the greater the campaign goal, the greater the percentage of failed campaigns. When the campaign goal is less than $1000, the success rate is 71% and the fail rate is 25%. On the contrary, when the campaign goal is greater than or equal to $50,000, the success rate falls to 19% and the fail rate rises to 58%.

One limitation to the data set is that it only provides data from 21 countries. The UN currently recognizes 193 countries, so this data set might not be a clear enough representation of crowdfunding campaigns.

We are also unable to tell from the data if any of the campaigns were featured projects on Kickstarter’s website, or if they received more exposure. Projects that are featured on Kickstarter’s homepage may have an advantage and could potentially draw in more donations than campaigns that have to be searched for.

If we had data or from more countries, or data regarding a campaign’s exposure, our analysis might look different. However, using the data we do have, another way to analyze it would be to create a graph or table that compares the length of time a campaign is open to its success rate. We could compare these results to determine if campaigns that are open longer see higher success rates, or if length of time makes any difference after a certain point.