Kickstarter Report

# Daniela Lima Matos 11/14/2019

# Conclusions about Kickstarter campaigns

The study shows a sample of 4,114 projects from 2009 to 2017. Approximately 53% projects had success and 37% failed. The other approximately 1.5% is still live and 8,5% were canceled.

The data in this database shows that the majority of projects are related to Theater, followed by Music, Technology and Film & Video.

It also shows that some sub-categories had 100% success in their campaigns:

* Film & Video: documentary, shorts and television
* Games: tabletop games
* Technology: hardware
* Music: classical music, electronic music, metal, pop and rock
* Publishing: non fiction

Theater didn’t have any subcategory 100% approved, but was the second category with the majority amount of pledge, being only behind the technology.

In sum, based in this database, the projects in any of the areas above mentioned have more probability to find a backer and reach their goal than the others.

# Limitations of this dataset

The databasedoes not represent all projects in the period (2009-2017).

We don’t know the reason why the projects have been canceled.

# Other possible tables and/or graphs

I would have a pivot table showing the amount of pledge per category and a column chart.

I would add a column with the function RANK to check which projects got more backers and which got few or none.