**Kickstarter Report**

**Conclusions**

1. The chart shown in the “Category States” tab suggests there are more successful Kickstarter campaigns than failed. Out of the successful campaigns, there are more in the fine arts category such as film & video, music, and theatre. Perhaps the backers that regularly look at campaigns on the Kickstarter platform are interested fine art.
2. Looking at sub-categories on the chart shown in the “Sub-Category States” tab, we can easily see that there is more interest in funding plays than any other sub-category.
3. The chart shown in the “Count of States” tab is very interesting. It suggests that in the 4th quarter of any particular year, there is a decline in successful campaign. Maybe it’s because plays are seasonal and most of them are done in the summer. This could explain why the number of successful campaigns peak in May and funding them mostly occurs at the beginning of the year.

**Limitations**

We cannot know for sure if the backers have more interest in fine arts categories than other categories such as technology. There is no way to categorize backers into their interests.

We can speculate the reasons for why plays are more successful but not know for sure. For example, in “Average Sub-Category Goal” tab, a chart of average goal for each sub-category is shown. The average goal for plays is very low compared to other sub-categories such as science fiction, translations, or even drama. This could be a reason for the success of Kickstarter campaigns for plays.

Another limitation is that there are more attributes to the category and sub-category to consider. For example, do the plays have a theme? What is its genre? A comedy, drama, action, etc. This could give us another clue to why plays are so successful on Kickstarter.

Another limitation to consider is how successful are similar campaign in other crowdsourcing platforms? Is Kickstarter branded as mainly for crowdsourcing in the fine arts categories.

**More Charts**

As explained in the Limitations section, another chart that can be created is shown in the “Average Sub-Category Goal” tab.

Another chart that can be helpful is a chart of the counts of states per year as shown in the “Count of States per Year” tab. The chart shows that there were a lot more campaigns from years 2014 to 2016. There isn’t a gradual increase and the number of campaigns in 2017 are substantially low compared to previous years.

In the “Average Percent Funded” tab, there is a chart that shown the average of Percent Funded for each state per year. Although there were less campaigned for 2017, the successful campaign overachieved their goals with an average percent funding of 1763.63%. The backers might have a certain amount of money dedicated to investing in campaigns on Kickstarter and because of the low number of campaigns on the platform, they may have dedicated the money to the few that did launch their campaign in 2017.