A preliminary look at the data reveals that of the 4114 campaigns given, the US had the greatest involvement (3038, 73.85%), followed by Great Britain (604, 15%), Canada (146, 4%), and all other countries: (326, 8%). Early campaigns were exclusively of US origin with other countries being represented after 2012. There is a large increase in the number of campaigns after 2013 and what appears to be a decrease following 2015; we can’t infer that the number of campaigns continued to decrease in 2017 since the data for 2017 does not cover the entire year. Kickstarter expanded outside the US in 2012 as detailed in <https://en.wikipedia.org/wiki/Kickstarter> which explains the behavior seen. Kickstarter also introduced an iOS app for creators and backers in 2013 which *may* have played a role in the jump in growth seen above.

The category of the campaigns represented changed over time. Prior to 2014, music was the most frequent category. Following 2014, theater and technology were the most common categories.

1. The success of a campaign depends on the country of launch. For example, for the US, there were 3038 campaigns with (54% successful, 36% failed, 8% cancelled, and 1% live); in GB, there were 604 campaigns with (61% successful, 34% failed, 4% cancelled, and 1% live); in CA, there were 146 campaigns with (44% successful, 44% failed, 12% cancelled, and 1% live).
2. The success of a campaign depends on the category and subcategory of the campaigns. The three most successful categories were: music (540 successful out of 700 campaigns, 77%), theater (839 successful out of 1393 campaigns, 60% successful), and film and video (300 successful out of 520 campaigns, 58% successful). The three least successful categories were: journalism (0 successful/24 campaigns, 0%), food (34 successful/200 campaigns, 17%), and publishing (80 successful/227 campaigns, 34%).

Within categories, there is a large amount of variability in the success percentage based on the subcategory. For example, within theater, the success percentages for subcategories are: (plays, 65%, spaces, 45%, and musical, 43%). As another example, within film and video, the subcategories documentary, shorts, and television were 100% successful while the subcategories animation, drama, and science fiction were 0% successful. We see nearly similar all-or-nothing success by subcategory within the music category.

1.  The percentage of successful campaigns decreases sharply after 2013:

This hold true within categories and subcategories also. For example, the chart given below reveals that the success percentage of music, theater, and technology campaigns appears to decrease after 2013.

**Limitations of the data:** We are not told if the data is a random sample of all Kickstarter campaigns. Is the selection of campaigns a representative sample of the countries involved, categories, etc.? If the selection is not a random sample, then any conclusions about how the success percentage depends on country, category and year would be suspect and apply only to the data given. In addition, the data given does not include any campaigns beyond March 15, 2017. Conclusions about how the number of campaigns may decline after 2015 and the success percentage changing over time are limited to the dates given. Additional data that would help explain other countries participation in Kickstarter campaigns would include population, GDP, and measures of access to technology (such as percent of households with internet access). It would also be interesting to know which campaigns were started with the iOS app and what percentage of backers used the iOS app which may explain the rapid expansion of Kickstarter campaigns after 2013.

**Additional tables and graphs:** To assist with telling the story of how the success percentage depends on category, subcategory, country and year, we would want to produce tables and graphs that focus on the relationships among these variables. For example, success percentage by category by year with the ability to slice or filter on country of origin. I have presented some of the graphs above; the quick summaries of percentage of success versus country, category, and year help reveal the three conclusions given.