The data for this project was taken from Kickstarter Campaigns that covered 9 categories of goods and services that were based in countries all over the world. From 2009 to 2017, the data showed that out of 4,114 campaigns 2,185 (53%) were successful and 1,879 (45%) failed or were canceled. The data also showed that Categories in the Performing Arts had the highest number of successful and failed campaigns, with Theater, Music, and Film & Video showing the highest number of successful campaigns.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Categories** | **Column Labels** |  |  |  |  |
| **Categories** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| film & video | 300 | 180 | 40 |  | 520 |
| food | 34 | 140 | 20 | 6 | 200 |
| games | 80 | 140 |  |  | 220 |
| journalism |  |  | 24 |  | 24 |
| music | 540 | 120 | 20 | 20 | 700 |
| photography | 103 | 117 |  |  | 220 |
| publishing | 80 | 127 | 30 |  | 237 |
| technology | 209 | 213 | 178 |  | 600 |
| theater | 839 | 493 | 37 | 24 | 1393 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |
|  |  |  |  |  |  |

The data could also be broken out by sub-categories that showed the break-down of what specific areas of the Performing Arts had the most success. **In Film & Video, Documentary, Shorts and Television Campaigns were measured as the most successful.**

**Music Campaigns also showed a high number of successful sub-categories with Indie rock and rock with the highest numbers for successful campaigns.**

**Theater Campaigns also showed successful numbers for Plays.**

The data that was used had start dates associated with them. A trend could be seen when the data records were sorted by month for campaigns. The chart below shows that the second Quarter of a year had the highest number of successful campaigns and the third Quarter had the lowest number of successful campaigns.

The distributions for campaigns showed some trends that would prompt further investigation with a larger data set that took out the outliers. Some of the data appears to be misleading, because it shows campaigns in more than country that shows more than one type of currency was collected. The average contribution calculated without taking into consideration, what type of currency was used. It would have been better to convert all currency to USD [the most common currency in the record set] and then calculate the average contribution. The data had too many outliers in each category to show any significant distribution of datapoints. It would have been better to normalize the data or get a larger sample set to try to get results that would show better than chance for successful and failed campaigns.

**Suggested Graphs and Tables:**

A pie chart for the categories and each sub-category that had total activity greater than 500 would help visualize the data for successful and failed campaigns. A scatter plot of the successful campaigns that shows the sub-categories in a category might show some trends that are evident, with the overall statistics.

A table showing the total number of backers reached in campaigns would give information that could be used to determine the reach of Kickstarter campaigns in general. The table below, shows that from 2009 to 2017 Kickstarter campaigns reached 463,246 people. More information on how many backers are supporting multiple Kickstarter campaigns would be useful to both the startup businesses and Kickstarter to gauge the overall success of Kickstarter campaigns. This information could be used to look at ways to fine tune advertising for Kickstarter in general. Breaking down the profile of backers by the size of their pledge would also give useful information in reaching backers that will pledge.

|  |  |  |
| --- | --- | --- |
|  | goal | (All) |
|  |  |  |
|  | **Row Labels** | **Sum of backers\_count** |
|  | canceled | 9530 |
|  | failed | 27096 |
|  | live | 1801 |
|  | successful | 424819 |
|  | **Grand Total** | **463246** |