

KICKSTARTER DATA ANALYSIS

1. OBJECTIVE

- Filter The successful projects to analyze the level of success by viewing the percentage

Of founding and categorizing them by colors blue, green and red. See Data Sheet2.

- Analyze projects by State, Category and Sub-Category.
- Analyze the state of projects launched by Category. See Data Sheet3
- Analyze the state of projects launched by Sub-Category. See Data Sheet4
- Analyze a curve of Projects launched by Months and Years. See HR-DATA and HR_DATA2

2. REPORT

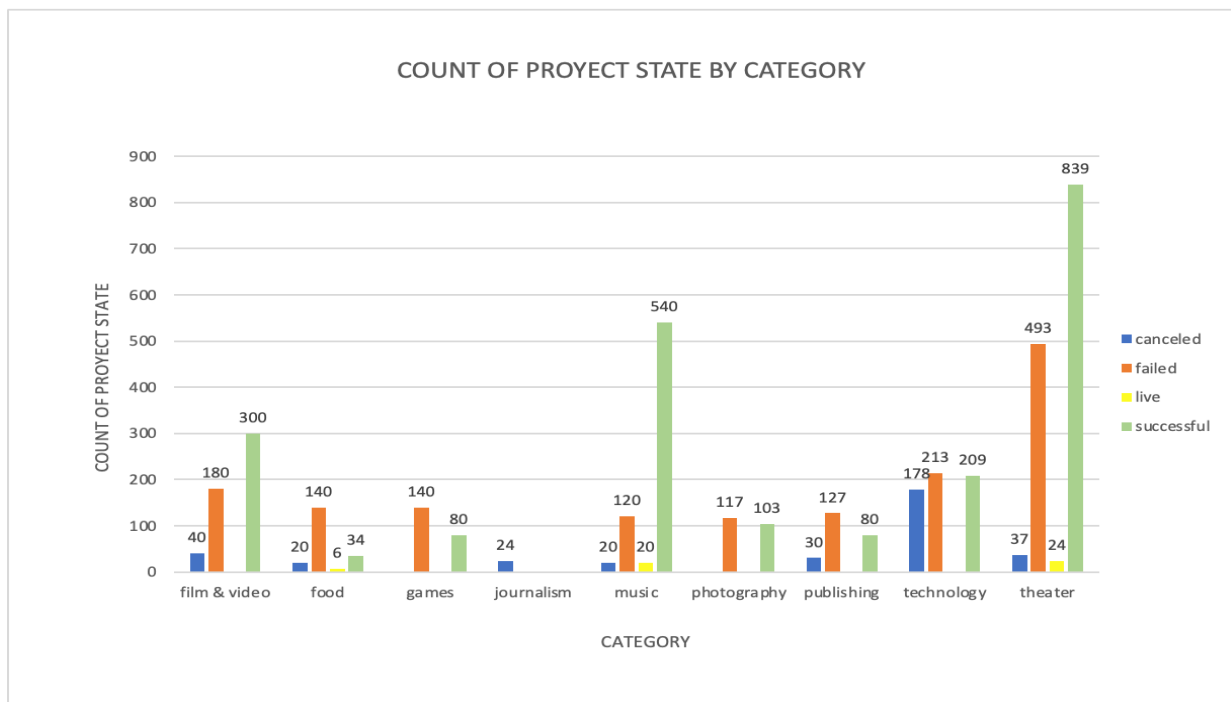
2.1 LEVEL OF SUCCESS BY PROJECT

Row Labels	Sum of goal	Sum of pledged	Sum of backe	Sum of id	Percent founded	AVG Donation
'ART'	5000	5070	46	2979	1%	70
'Cornermen' - Smoke & Oakum Theatre return to the Fringe!	1800	1830	30	3270	2%	30
'Fats and Tanya' - a play by Lucy Gallagher	2000	2000	17	3403	0%	0
'Gilead', an original theatre piece	2200	2331	67	3152	6%	131
'Gretel and Hansel' - A Children's Theatre Production	800	838	47	3283	5%	38
'Hello From Bertha' & '27 Wagons Full of Cotton'	2000	2125.99	41	3257	6%	125.99
'I and The Village' by Silva Semerciyan - World Premiere	4000	4784	30	3416	16%	784
'Mooring' - Vocal Point Theatre Project	2000	2569	83	3538	22%	569
'Noir' A New Independent Tech-Noir TV Pilot	2000	2159	38	48	7%	159
'Over the Top: The true-life tale of Dorothy Lawrence'	1395	1395	34	3522	0%	0
'Patagonia' - by Robert George	300	385	14	3453	22%	85
'Pathfinder' - a High Five Spaceship album	2000	4743	131	1023	58%	2743
'Pope Head' - The World Tour of Australia	1000	1082	25	3446	8%	82
'Time Please'	1600	1647	69	3244	3%	47
'Tulip, my mother's favourite flower' - A Photo Book.	9000	9446	159	1747	5%	446
" Prodigal Daughter" Recording Project	2500	2500	22	2095	0%	0
"(more than) dust." - a feminist photo book	19000	19129	141	1529	1%	129
"Angus O'Callaghan. Melbourne." 1968 - 1971	25000	49811	271	1202	50%	24811
"Believable Lies" - The Album	2500	2511.11	60	792	0%	11.11
"Bright Ideas" By Eric Coble	7000	7905	123	3154	11%	905
"CIRQUE CAPRICIEUX, the greatest one woman show on earth"	1500	1570	29	3543	4%	70
"DAD" - A USC Short Film	3500	4040	47	75	13%	540
"Death Anxiety", a new album by Pocket Vinyl	3500	4678.5	75	2489	25%	1178.5
"Frontiers" A new full-length LP by Ontario's Unsacred Seed	2500	2608	39	842	4%	108
"Getting Naked: A Burlesque Story"	40000	44636.2	379	347	10%	4636.2
"Grey Sky Blues" - Help make Bizness Suit's new album!	17482	17482	78	821	0%	0
"Hello, World!" - Modern Biotechnology for High Schools	10000	11570.92	137	2007	14%	1570.92
"Holmes for the Holidays" Larceny & Mystery For Christmas	2500	2746	45	3311	9%	246
"Homeward Bound" a journey in sound.	8000	8053	96	1827	1%	53
"Hurt N' Wrong" New Album Fundraiser!	850	920	27	2293	8%	70

Level of success was determined by calculating the percentage of founding being 0-30% the less successful and is given a red color, 30-70% successful given a green color and 70-100% the most successful given blue color.

2.2 STATE OF PROJECTS BY CATEGORY

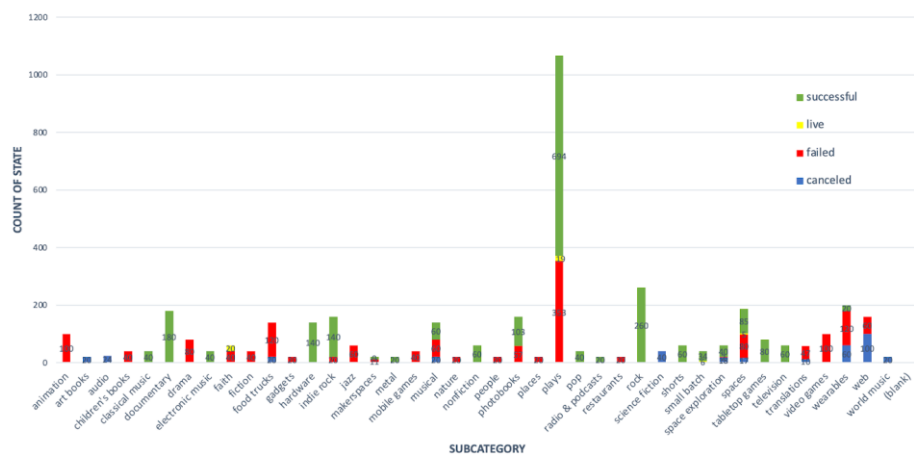
country	(All)					
Count of state	state					
Category		canceled	failed	live	successful	Grand Total
film & video		40	180		300	520
food		20	140	6	34	200
games			140		80	220
journalism		24				24
music		20	120	20	540	700
photography			117		103	220
publishing		30	127		80	237
technology		178	213		209	600
theater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



2.3 STATE OF PROJECTS BY SUB-CATEGORY

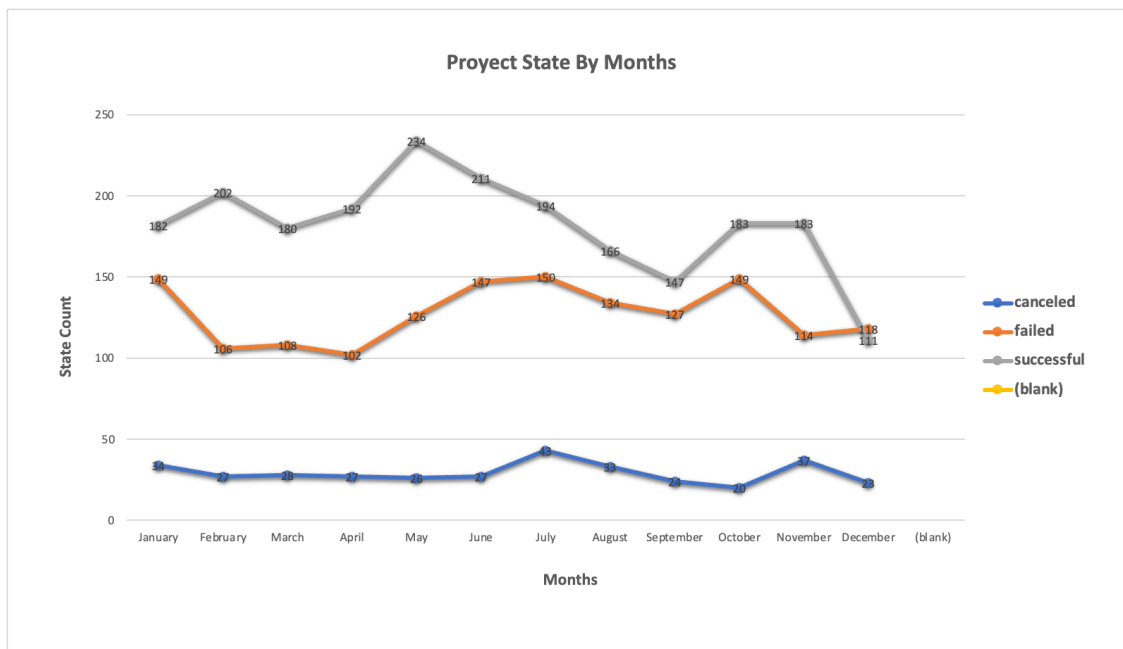
	A	B	C	D	E	F	G	H
1	country	(All)						
2	Category	(All)						
3								
4	Count of state	Column Labels						
5	Row Labels	canceled	failed	live	successful	(blank)	Grand Total	
6	animation		100				100	
7	art books	20					20	
8	audio	24					24	
9	children's books		40				40	
10	classical music				40		40	
11	documentary				180		180	
12	drama		80				80	
13	electronic music				40		40	
14	faith		40	20			60	
15	fiction		40				40	
16	food trucks	20	120				140	
17	gadgets		20				20	
18	hardware				140		140	
19	indie rock		20		140		160	
20	jazz		60				60	
21	makerspaces		11		9		20	
22	metal				20		20	
23	mobile games		40				40	
24	musical	20	60		60		140	
25	nature		20				20	
26	nonfiction				60		60	
27	people		20				20	
28	photobooks		57		103		160	
29	places		20				20	
30	plays		353	19	694		1066	
31	pop				40		40	
32	radio & podcasts				20		20	
33	restaurants		20				20	
34	rock				260		260	
35	science fiction	40					40	
36	shorts				60		60	
37	small batch			6	34		40	
38	space exploration	18	2		40		60	
39	spaces	17	80	5	85		187	
40	tabletop games				80		80	
41	television				60		60	
42	translations	10	47				57	
43	video games		100				100	
44	wearables	60	120		20		200	
45	web	100	60				160	
46	world music	20					20	
47	(blank)							
48	Grand Total	349	1530	50	2185		4114	
49								
50								

COUNT OF STATE BY SUBCATEGORY



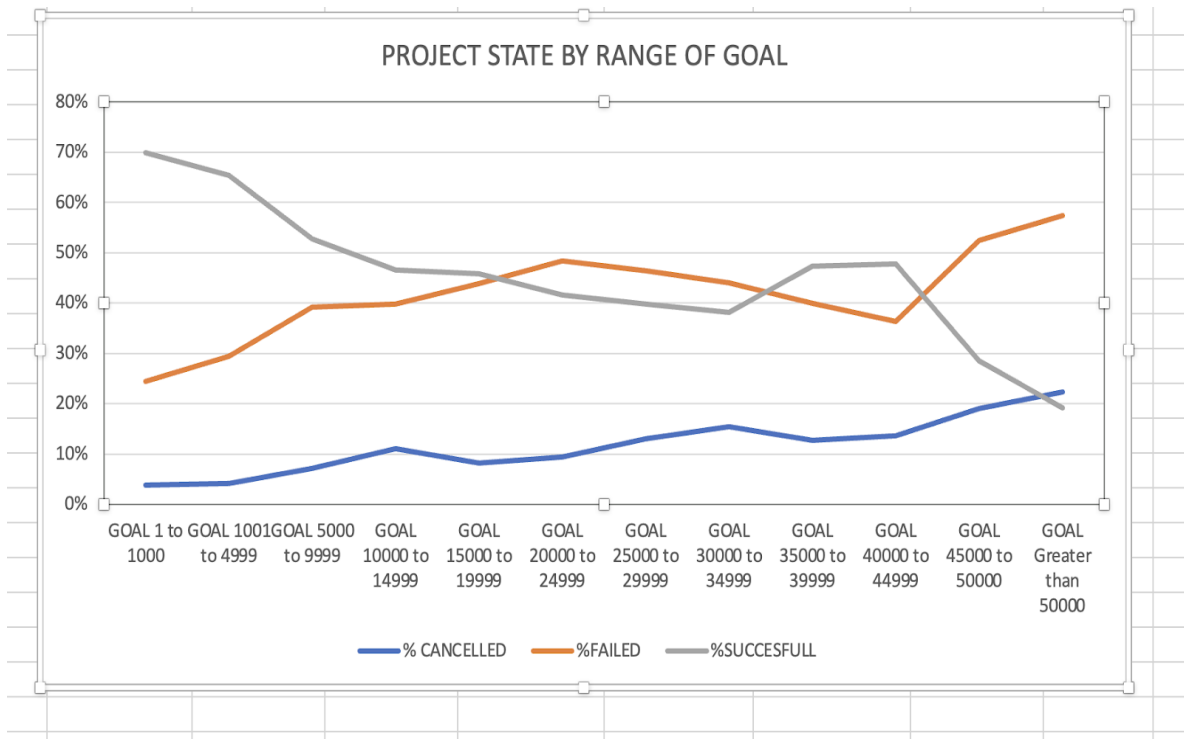
3.4 CURVE OF PROJECTS LAUNCHED BY MONTHS AND YEARS

ID	Category	Goal	State	Launched_at(TimeStamp)	Launched_at(Date)	Year Launched	Month of the year Launched
0	film & video	8500	successful	1434931811	6/22/15	2015	June
1	film & video	10275	successful	1485872683	1/31/17	2017	January
2	film & video	500	successful	1454691083	2/5/16	2016	February
3	film & video	10000	successful	1404822107	7/8/14	2014	July
4	film & video	44000	successful	1447963279	11/19/15	2015	November
5	film & video	3999	successful	1468362207	7/12/16	2016	July
6	film & video	8000	successful	1401846250	6/4/14	2014	June
7	film & video	9000	successful	1464224867	5/26/16	2016	May
8	film & video	3500	successful	1460155212	4/8/16	2016	April
9	film & video	500	successful	1458268144	3/18/16	2016	March
10	film & video	3000	successful	1400636279	5/21/14	2014	May
11	film & video	5000	successful	1469126462	7/21/16	2016	July
12	film & video	30000	successful	1401642425	6/1/14	2014	June
13	film & video	3500	successful	1463588109	5/18/16	2016	May
14	film & video	6000	successful	1403051888	6/18/14	2014	June
15	film & video	2000	successful	1441790658	9/9/15	2015	September
16	film & video	12000	successful	1398971211	5/1/14	2014	May
17	film & video	1500	successful	1412530422	10/5/14	2014	October
18	film & video	30000	successful	1408366856	8/18/14	2014	August
19	film & video	850	successful	1434828934	6/20/15	2015	June
20	film & video	2000	successful	1436983912	7/15/15	2015	July
21	film & video	18500	successful	1409151789	8/27/14	2014	August
22	film & video	350	successful	1418766740	12/16/14	2014	December
23	film & video	2000	successful	1428086501	4/3/15	2015	April
24	film & video	35000	successful	1439494863	8/13/15	2015	August
25	film & video	600	successful	1447115761	11/10/15	2015	November
26	film & video	1250	successful	1404822144	7/8/14	2014	July
27	film & video	20000	successful	1413518233	10/17/14	2014	October
28	film & video	12000	successful	1447715284	11/16/15	2015	November
29	film & video	3000	successful	1403453368	6/22/14	2014	June
30	film & video	4000	successful	1406012515	7/22/14	2014	July
31	film & video	13	successful	1452193234	1/7/16	2016	January
32	film & video	28450	successful	1459523017	4/1/16	2016	April
33	film & video	5250	successful	1444405901	10/9/15	2015	October
34	film & video	3500	successful	1405032863	7/21/14	2014	July



3.4 BACKERS OF SUCCESSFUL AND UNSUCCESSFUL CAMPAIGNS

State	successful	State	failed						
Row Label	Sum of Backers_count	Row Label	Sum of Backers_count	ID	OUTCOME	BACKERS COUNT	ID	OUTCOME	BACKERS COUNT
0	182	160	0	0	SUCCESSFUL	182	160	FAILED	0
1	79	161	1	1	SUCCESSFUL	79	161	FAILED	1
2	35	162	10	2	SUCCESSFUL	35	162	FAILED	10
3	150	163	0	3	SUCCESSFUL	150	163	FAILED	0
						284			
4	284	164	7	4	SUCCESSFUL	47	164	FAILED	7
5	47	165	0	5	SUCCESSFUL	58	165	FAILED	0
6	58	166	1	6	SUCCESSFUL	57	166	FAILED	1
7	57	167	2	7	SUCCESSFUL	12	167	FAILED	2
8	12	168	3	8	SUCCESSFUL	20	168	FAILED	3
9	20	169	10	9	SUCCESSFUL	19	169	FAILED	10
10	19	170	10	10	SUCCESSFUL	75	170	FAILED	10
11	75	171	1	11	SUCCESSFUL	827	171	FAILED	1
12	827	172	0	12	SUCCESSFUL	51	172	FAILED	0
13	51	173	0	13	SUCCESSFUL	41	173	FAILED	0
14	41	174	0	14	SUCCESSFUL	98	174	FAILED	0
15	98	175	26	15	SUCCESSFUL	70	175	FAILED	26
16	70	176	0	16	SUCCESSFUL	36	176	FAILED	0
17	36	177	7	17	SUCCESSFUL	342	177	FAILED	7
18	342	178	0	18	SUCCESSFUL	22	178	FAILED	0
19	22	179	2	19	SUCCESSFUL	25	179	FAILED	2
20	25	180	13	20	SUCCESSFUL	101	180	FAILED	13
21	101	181	4	21	SUCCESSFUL	8	181	FAILED	4
22	8	182	0	22	SUCCESSFUL	23	182	FAILED	0
23	23	183	12	23	SUCCESSFUL	574	183	FAILED	12
24	574	184	2	24	SUCCESSFUL	14	184	FAILED	2
25	14	185	10	25	SUCCESSFUL	19	185	FAILED	10
26	19	186	0	26	SUCCESSFUL		186	FAILED	0



Column1	SUCCESSFUL	FAILED
mean	194.43	17.71
median	62	4
minimum	1	0
maximum	26457	4113
variance of the number of backers.	713167.38	3775.69
standard deviation of the number of backers	844.49	61.45

CONCLUSIONS

- Theater is the most popular category and also has the most successful category choice, music is the second choice, film and video the third choice.
- The Sub-Category first choice and most successful is Plays and is part of the Theater category.
- More projects were launched between May and June and again in Nov and Dec.
- Success of campaigns corresponding with backers support.