* What are three conclusions we can draw about Kickstarter campaigns?

1. Theater-related kickstarters have the greatest number of successes and attempts (839 & 1393), followed by music (540 & 700), then film & video (300 & 520). See chart below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **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 Music category however has the greatest success rate (~70%), followed by theater (~60%) and film & video (~58%). The food category has the lowest success rate (~17%) and the highest failure rate (~70%). Games is not far behind food in this regard – its success rate is ~36% and its failure rate is ~64%.

If one is a potential investor, one would be wiser to invest in a music kickstarter, and more foolish to invest in a food kickstarter. Of course, in a special niche all by itself is the journalism category, which has *only* cancelations.

2.