**Kickstarter data analysis**

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**Conclusions:**

* The majority of successful Kickstarter campaigns are in theater, music, film & video categories (Figure 1).
* The greatest number of successful Kickstarter campaigns were launched during the month of May (Figure 2).
* The following subcategories have a **100% success rate**: classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rock, shorts, small batch, tabletop games, television. The following subcategories have a **100% failure rate:** animation, children's books, drama, fiction, food trucks, gadgets, jazz, mobile games, people, places, restaurants, translation, video games, web (Figure 3).

**Limitations:**

* The data in these plots is not normalized to reflect the proportion of successful and failed accounts relative to the total number of accounts. Some categories may have a greater number of successful accounts due to a higher number of submissions, rather than a higher funding success rate.
* This data analysis does not take into consideration other factors, such as funding goal and the number of backers, that may affect the outcome of the account.

**Other analyses:**

* Recreate the bar plots (Figures 1 & 2) using normalized data.
* Recreate the line plot (Figure 3) using normalized data, broken into several different funding goal groups.
* Create line or scatterplots for each category for the following:
  + funding goal v. percentage of successful accounts
  + funding goal v. percentage of failed accounts
  + number of backers v. percentage of successful accounts
  + number of backers v. percentage of failed accounts

**Figure 1**. Account outcomes by parent category.

**Figure 2.** Account outcomes by sub-category.

**Figure 3.** Account outcomes by month.