Total Projects: 4063

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | film & video |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |  | **Success %** |
| animation |  | 100 |  | 100 |  | 0 |
| documentary | 180 |  |  | 180 |  | 100 |
| drama |  | 80 |  | 80 |  | 0 |
| science fiction |  |  | 40 | 40 |  | 0 |
| shorts | 60 |  |  | 60 |  | 100 |
| television | 60 |  |  | 60 |  | 100 |
| **Grand Total** | **300** | **180** | **40** | **520** |  | 57.6923077 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | food |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **live** | **failed** | **canceled** | **Grand Total** | **Success %** |
| food trucks |  |  | 120 | 20 | 140 | 0 |
| restaurants |  |  | 20 |  | 20 | 0 |
| small batch | 34 | 6 |  |  | 40 | 85 |
| **Grand Total** | **34** | **6** | **140** | **20** | **200** | 17 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | games |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **Grand Total** |  |  | **Success %** |
| mobile games |  | 40 | 40 |  |  | 0 |
| tabletop games | 80 |  | 80 |  |  | 100 |
| video games |  | 100 | 100 |  |  | 0 |
| **Grand Total** | **80** | **140** | **220** |  |  | 36.3636364 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | journalism |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **canceled** | **Grand Total** |  |  |  | **Success %** |
| audio | 24 | 24 |  |  |  | 0 |
| **Grand Total** | **24** | **24** |  |  |  | 0 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | music |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **live** | **failed** | **canceled** | **Grand Total** | **Success %** |
| classical music | 40 |  |  |  | 40 | 100 |
| electronic music | 40 |  |  |  | 40 | 100 |
| faith |  | 20 | 40 |  | 60 | 0 |
| indie rock | 140 |  | 20 |  | 160 | 87.5 |
| jazz |  |  | 60 |  | 60 | 0 |
| metal | 20 |  |  |  | 20 | 100 |
| pop | 40 |  |  |  | 40 | 100 |
| rock | 260 |  |  |  | 260 | 100 |
| world music |  |  |  | 20 | 20 | 0 |
| **Grand Total** | **540** | **20** | **120** | **20** | **700** | 77.1428571 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | photography |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **Grand Total** |  |  | **Success %** |
| nature |  | 20 | 20 |  |  | 0 |
| people |  | 20 | 20 |  |  | 0 |
| photobooks | 103 | 57 | 160 |  |  | 64.375 |
| places |  | 20 | 20 |  |  | 0 |
| **Grand Total** | **103** | **117** | **220** |  |  | 46.8181818 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | publishing |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |  | **Success %** |
| art books |  |  | 20 | 20 |  | 0 |
| children's books |  | 40 |  | 40 |  | 0 |
| fiction |  | 40 |  | 40 |  | 0 |
| nonfiction | 60 |  |  | 60 |  | 100 |
| radio & podcasts | 20 |  |  | 20 |  | 100 |
| translations |  | 47 | 10 | 57 |  | 0 |
| **Grand Total** | **80** | **127** | **30** | **237** |  | 33.7552743 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | technology |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |  | **Success %** |
| gadgets |  | 20 |  | 20 |  | 0 |
| hardware | 140 |  |  | 140 |  | 100 |
| makerspaces | 9 | 11 |  | 20 |  | 45 |
| space exploration | 40 | 2 | 18 | 60 |  | 66.6666667 |
| wearables | 20 | 120 | 60 | 200 |  | 10 |
| web |  | 60 | 100 | 160 |  | 0 |
| **Grand Total** | **209** | **213** | **178** | **600** |  | 34.8333333 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
| Parent Category | theater |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **live** | **failed** | **canceled** | **Grand Total** | **Success %** |
| musical | 60 |  | 60 | 20 | 140 | 42.8571429 |
| plays | 694 | 19 | 353 |  | 1066 | 65.1031895 |
| spaces | 85 | 5 | 80 | 17 | 187 | 45.4545455 |
| **Grand Total** | **839** | **24** | **493** | **37** | **1393** | 60.22972 |

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Project success rate is High when Goal amount is less
   2. Most successful categories are Music AND Theater
   3. Music Category has outstanding success rate with 77%
   4. Music has most sub categories with 100% success rate
   5. Journalism seems to be worst performed field with 0% success rate if cancelled considered part of failure
   6. Otherwise Food category is worst performed field
   7. Publishing has most categories with 0% success rate
   8. GB has highest success rate with presence of all categories but US has produced most number of successful projects across all categories
2. What are some limitations of this dataset?
   1. I saw some extreme outliers in data

3. What are some other possible tables and/or graphs that we could create?

* Can create a graph or table for **country** **VS** **country** for each category to know how they are performing

Use your data to determine whether the mean or the median summarizes the data more meaningfully.

\* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

1. I see we have high variance & STD factors in successful campaign i.e., data spread everywhere because of data volatility
2. There is no/poor precision amongst the sample data set. This means there is a significant distance between the highest and lowest values.
3. Given data should be normalized before analyzing
4. Based on Mean/Varaince/STD, data for unsuccessful campaign would be more believable than successful campaign