**Kickstarter Analysis**

**Author:** Larry Jenkins

**Initial Insights**

* Campaigns related to entertainment made up almost 69% of the Kickstarter projects.
  + Film & Video – 12.6%
  + Games – 4.9%
  + Music – 17%
  + Theater – 33.9%
* Kickstarters related to entertainment also accounted for more than 80% of all successful campaigns.
* Campaigns related to journalism were the smallest category represented (0.5%), and all such campaigns presented in the data were eventually canceled.
  + No other outcomes (failed, successful, or live) were recorded for journalism-related campaigns.
* Kickstarter campaigns have a greater success rate in the first five months of the year.
  + December is the lowest month for successful campaigns.

**Limitations of Dataset**

* There is an inconsistent use of currency within the dataset. Even though multiple countries are represented in the data, converting all values to a single, standard currency would allow for more direct comparisons between campaigns.
* The lack of any outcome other than “canceled” for campaigns categorized as journalism raises the concern the dataset may be incomplete.

**Proposed Visualizations**

* A pivot table comparing the average length of a Kickstarter campaign by parent category and sub-category.
* For campaigns that exceeded their goal, a pivot table and associated bar chart, indicating the average overachievement (in funds/currency) by parent category.
* For campaigns that exceeded their goal, a pivot table and associated bar chart, indicating the average overachievement (in funds/currency) by sub-category.
* A pivot table analyzing the outcome of projects identified as “Staff Picks” vs. not, both as an aggregate of all projects and broken down by category.