Report: Kickstart My Chart

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

   1.1.

Table 1: Status of the campaigns per categories

Count of goal	Column Labels					
Row Labels	successful	failed	canceled	live	Grand Total	% of the total
film & video	300	180	40		520	13%
food	34	140	20	6	200	5%
games	80	140			220	5%
journalism			24		24	1%
music	540	120	20	20	700	17%
photography	103	117			220	5%
publishing	80	127	30		237	6%
technology	209	213	178		600	15%
theater	839	493	37	24	1393	34%
Grand Total	**2185**	**1530**	**349**	**50**	**4114**	100%

Graph 1: Status of the campaigns per sub-categories
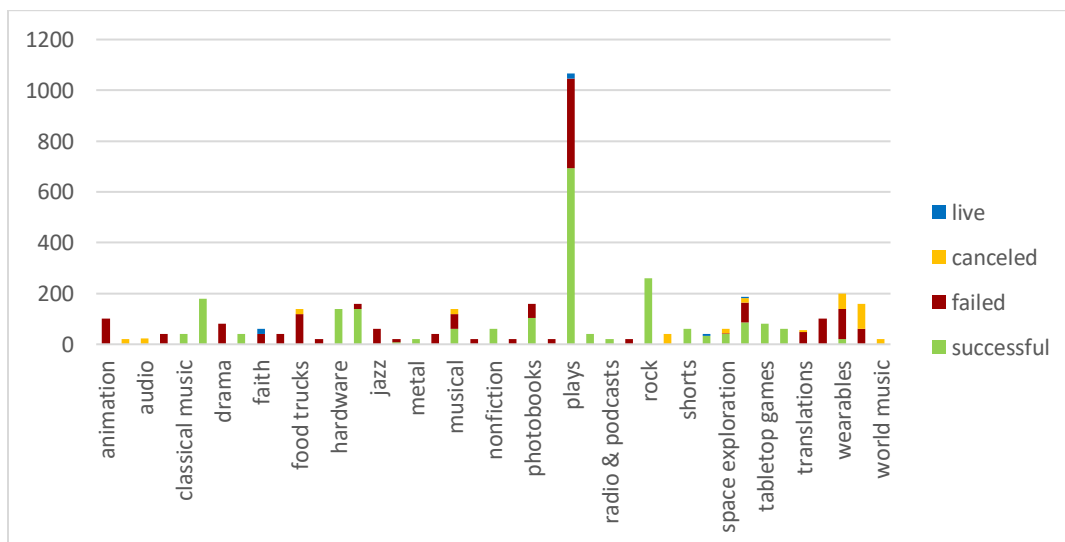
According to the *Table1: Status of the campaigns per categories*, "Theater" is the category that has the highest number of campaigns, with 34% of the total 4114 campaigns. According to the

Graph 1: Status of the campaigns per sub-categories, it can be seen where the subcategory of "plays" has the largest number of successful, failures and live status of all considered. On the other hand, the campaigns "food / food trucks" and "technology / wearables", are the campaigns with the highest cancellation rate.

1.2.

Table 2: Outcomes based on goals

Goal	Number Successful	Number Failed	Number Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
Less than 1000	322	113	18	453	71%	25%	4%
1000 to 4999	932	420	60	1412	66%	30%	4%
5000 to 9999	381	283	52	716	53%	40%	7%
10000 to 14999	168	144	40	352	48%	41%	11%
15000 to 19999	94	90	17	201	47%	45%	8%
20000 to 24999	62	72	14	148	42%	49%	9%
25000 to 29999	55	64	18	137	40%	47%	13%
30000 to 34999	32	37	13	82	39%	45%	16%
35000 to 39999	26	22	7	55	47%	40%	13%
40000 to 44999	21	16	6	43	49%	37%	14%
45000 to 49999	6	11	4	21	29%	52%	19%
Greater than or equal to 50000	86	258	100	444	19%	58%	23%
Total	2185	1530	349	4064	54%	38%	9%

Considering the *Table 2: Outcomes based on goals*, the campaigns that ask for donations between $ 1 - $ 9,999, are more inclined to meet the goal of the money to be collected, considering that the percentage of campaigns cancellation under that monetary range is low (less than or equal to 7%). Likewise, those campaigns that request between $ 35,000 - $ 44,999, have a probability of meeting the goal close to 50% with a cancellation percentage less than 15% (this being a promising detection).

1.3

Graph 3: Status of the categories discriminated by month (consolidated: 2009 – 2017):
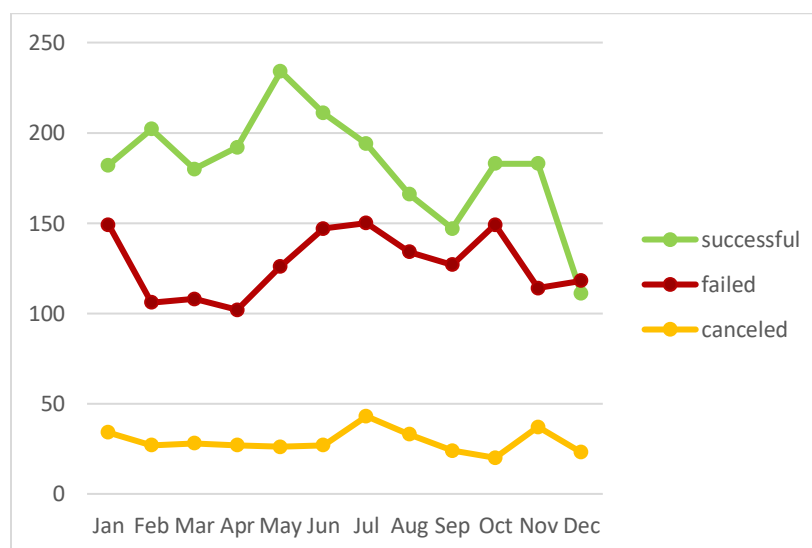
According to the database received for analysis, in recent years, there tend to be more campaigns than in previous years. This could be explained by the recent creation of the web page

"Kickstarter", which was created on April 28, 2009[1]. However, in the *Graph 3: Status of the categories discriminated by month (consolidated: 2009 – 2017),* where the months of operation are consolidated, successful campaigns are launched in February, April, May, June and July, while in the months of January, June, July and October, major campaigns cancellations are evident.

2. What are some limitations of this dataset?

It is relevant to mention that the sample taken is limited compared to the total campaigns launched in Kickstarter. In the introduction of the case, it says there are more than 300,000 projects, where one third of these are successful. However, in the results of the sample, a total of 53% campaigns were successful, that is, the sample taken is not a representative sample of the campaigns launched on the crowdfunding platform.

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

Below I present the graphs and tables that I consider important to have included in the analysis:

- Graph: Line with markers. In order to see the trend of the status of the categories over the years since the creation of the crowdfunding platform (2009).
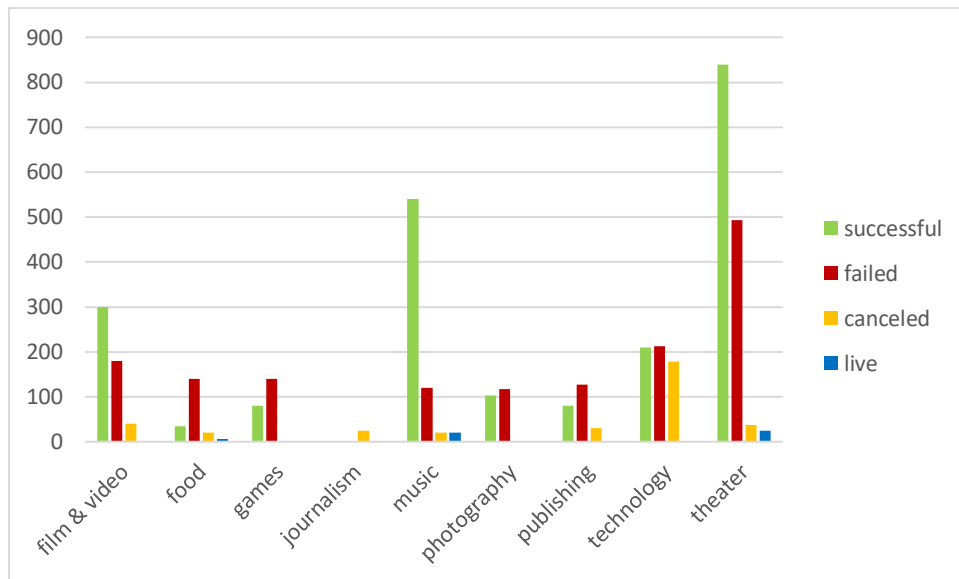
Graph: Status of the categories discriminated by year (consolidated: 2009 – 2017):
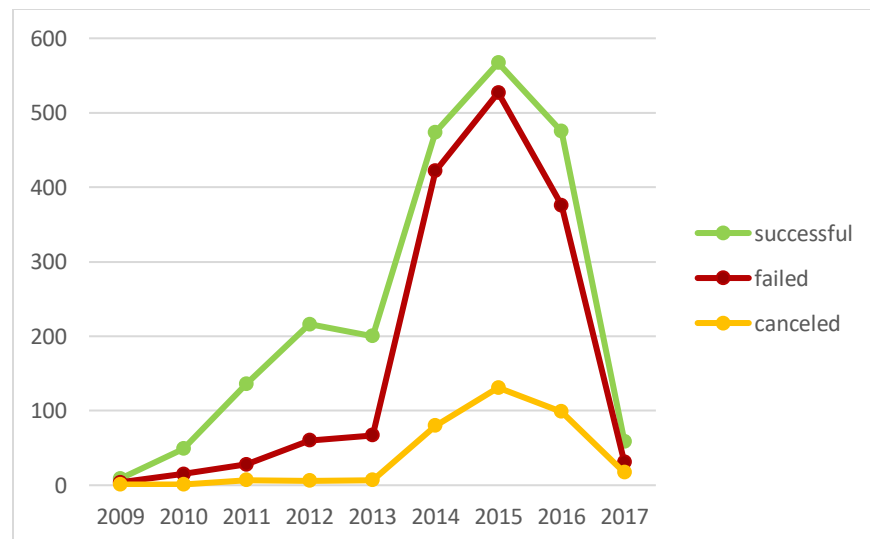
[1] About Kickstarter: https://www.kickstarter.com/about?ref=about_subnav

- Chart: Cluster column. To compare the status of campaigns by sub-categories (consolidated: 2009 - 2017):

Graph: Status of the campaigns per categories

- Chart: Pie. To visualize the distribution or proportion of each category over a total value; in this case, the status. (In the graph you can see the status: successful, but I can create the same type of graph for others status -failed, canceled and live-).

Graph: distribution of categories by status (successful)
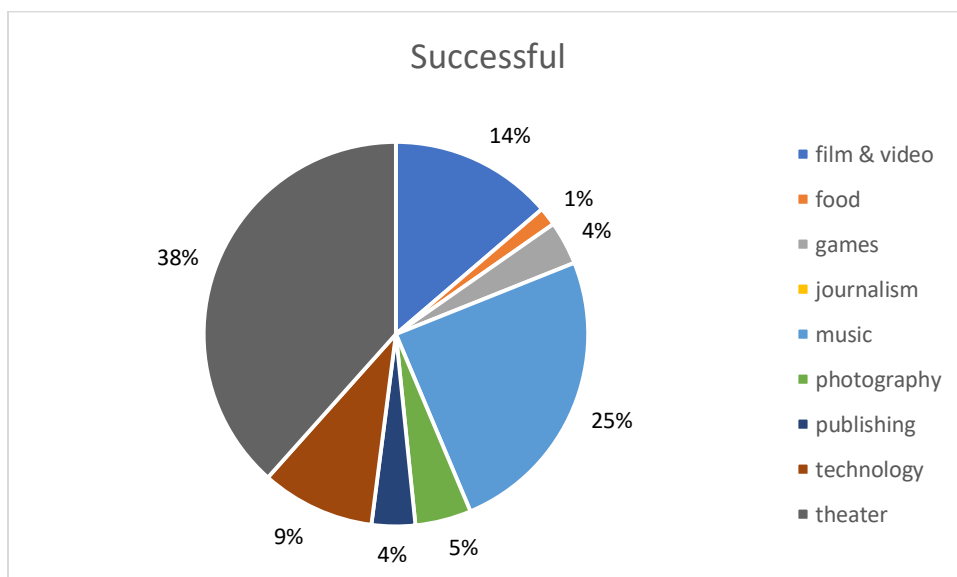
- Chart: Shaded area to a line chart. To highlight the line chart.

Chart: Status of the categories discriminated by month (consolidated: 2009 - 2017):
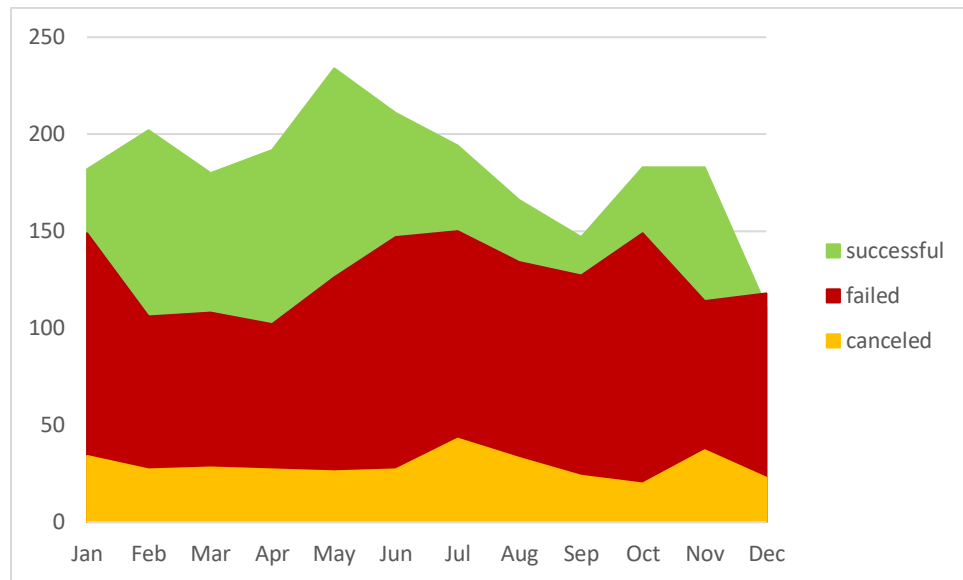
- Chart: Funnel. For the information analyzed on the "Bonus". This graph would be used to represent the ranges of donations and thus show the amount of potential money requested in the campaigns to complete with successful status.

Graph: Outcomes based on goal
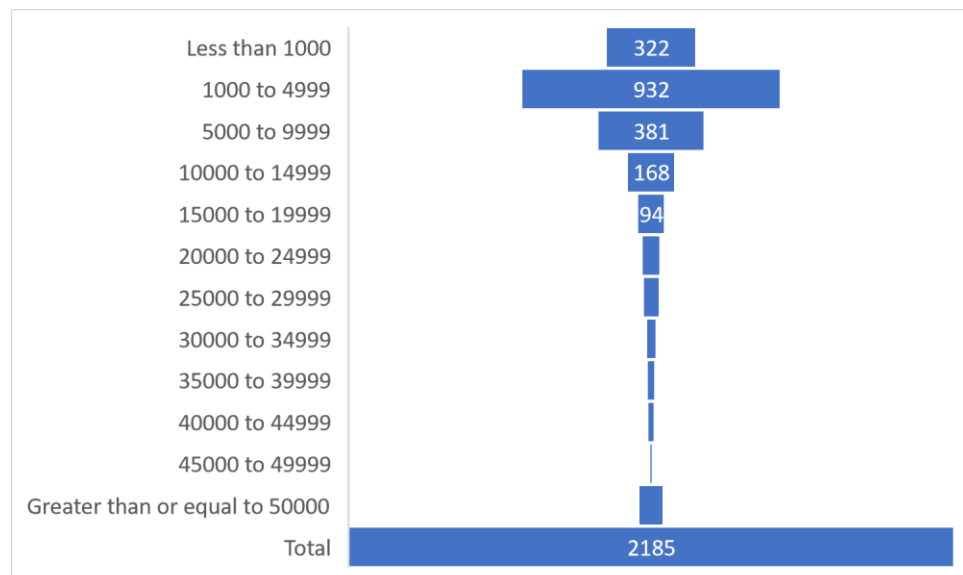
- Chart: Pareto. For the information analyzed on the "Bonus". Show the distribution of the goal (amount of money) in descending order of frequency, with a cumulative line on a secondary axis as a percentage of the total.

Graph: Outcomes based on goal