**KICKSTARTER CAMPAIGNS REPORT**

1. Three conclusions we can make about Kickstarter campaigns given the provided data:
   1. From this table, it clearly shows that as the amount of goal goes higher the percentage of success gets lower

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | Percentage Successful | Percentage Failed | Percentage Canceled |
| Less Than 1000 | 71% | 25% | 4% |
| 1000 to 4999 | 66% | 30% | 4% |
| 5000 to 9999 | 53% | 40% | 7% |
| 10000 to 14999 | 48% | 41% | 11% |
| 15000 to 19999 | 47% | 45% | 8% |
| 20000 to 24999 | 42% | 49% | 9% |
| 25000 to 29999 | 40% | 47% | 13% |
| 30000 to 34999 | 39% | 45% | 16% |
| 35000 to 39999 | 47% | 40% | 13% |
| 40000 to 44999 | 49% | 37% | 14% |
| 45000 to 49999 | 26% | 48% | 26% |
| Greater than or equal to 50000 | 19% | 58% | 23% |

* 1. This table based from the number of success campaigns shows that backers are most interested in theater, music and film & video categories. The more projects launched in each category doesn’t guarantee success either.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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** |

* 1. The best successful months to launch campaigns are months of Feb, May and June

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 177 | 146 | 33 | 356 |
| Feb | 207 | 106 | 27 | 340 |
| Mar | 179 | 107 | 29 | 315 |
| Apr | 189 | 105 | 27 | 321 |
| May | 238 | 127 | 26 | 391 |
| Jun | 211 | 143 | 25 | 379 |
| Jul | 194 | 152 | 44 | 390 |
| Aug | 168 | 134 | 33 | 335 |
| Sep | 146 | 127 | 25 | 298 |
| Oct | 181 | 151 | 20 | 352 |
| Nov | 181 | 111 | 37 | 329 |
| Dec | 114 | 121 | 23 | 258 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |

1. LIMITATIONS OF DATA SET PRESENTED:
   1. The data doesn’t list the marketing/promotional methods used for each project.
   2. It is unclear how donor access these projects to be able to donate. Is it accessible and convenient to donate?
   3. There is no data of background of donors per country.
   4. Method of payment used by donors. Are all forms of payment accepted and through all means?
   5. It doesn’t show if these project s were ever repeatedly launched on different countries with different outcome.
2. POSSIBLE GRAPHS THAT CAN BE CREATED:

NOTE: I am assuming that the question is pertaining only to the data presented and out of these data other than the exercise table/graphs generated, what other tables/graphs that can be created:

* 1. Table and graph of "successful," "failed," "cancelled," or are currently "live" per spotlight filtered by country and category
  2. Table and graph of "successful," "failed," "cancelled," or are currently "live" per number of days per project filtered by category
  3. Table and graph of "successful," "failed," "cancelled," or are currently "live" per staff pick filtered by country and category