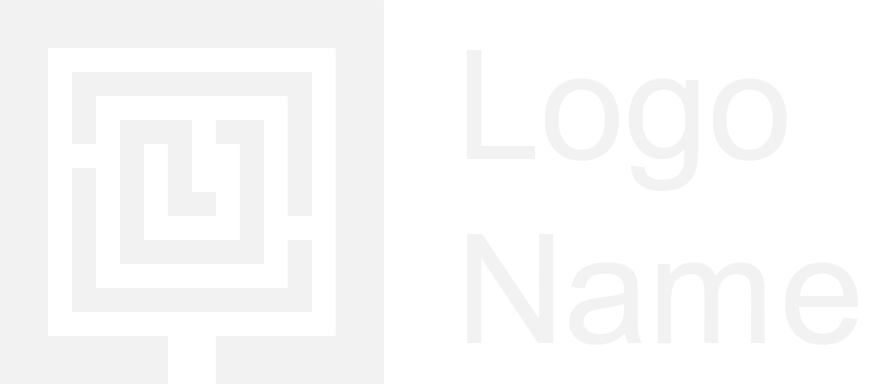


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| --- |
| Kickstart My Chart |
|  |
| July 25  COMPANY NAME  Authored by: Mindy Ketchum |



# Kickstarter Campaign Categories

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | * food | | * games | | * journalism | | * music | | * photography | | * publishing | | * technology | | * theater | | * film & video | |
| Conclusions we can draw from the data and other charts/graphs we could create: |
| 1. Out of 4,114 Kickstarter campaigns, just over half, 53% were successful. The top successful categories were mostly art projects such as plays, rock and documentaries. 2. Limitations to our data include but are not limited to: 3. The date of the projects is quite old 2009 – 2017. See “Original Data” tab in excel data. 4. Most successful projects were under $10,000 so price seems like a limitation. See “Bonus 1” tab in excel data. 5. Unable to determine if holiday spending is a factor is funding without pulling in other data sources to see if there is a trend. It appears there were less successful projects launched in the months of October, November, December and January months. See “Pivot 3” tab in excel data. 6. We could look at if the staff pick or spotlight influenced funding by checking the number of True vs. the successful or failed by project. |