**Kickstarter Report**

**\*based on dataset**

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**Three conclusions about Kickstarter campaigns**

1. **The majority, 68.86%, of Kickstarter Campaigns are related to the arts (theater, music, film & video, and photography. They are also the most likely to succeed.**

|  |  |
| --- | --- |
| **Category** | **Grand Total** |
| theater | 33.86% |
| music | 17.02% |
| technology | 14.58% |
| film & video | 12.64% |
| publishing | 5.76% |
| photography | 5.35% |
| games | 5.35% |
| food | 4.86% |
| journalism | 0.58% |
| **Grand Total** | **100.00%** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **successful** | **failed** | **canceled** | **live** |
| theater | 60.23% | 35.39% | 2.66% | 1.72% |
| music | 77.14% | 17.14% | 2.86% | 2.86% |
| technology | 34.83% | 35.50% | 29.67% | 0.00% |
| film & video | 57.69% | 34.62% | 7.69% | 0.00% |
| publishing | 33.76% | 53.59% | 12.66% | 0.00% |
| photography | 46.82% | 53.18% | 0.00% | 0.00% |
| games | 36.36% | 63.64% | 0.00% | 0.00% |
| food | 17.00% | 70.00% | 10.00% | 3.00% |
| journalism | 0.00% | 0.00% | 100.00% | 0.00% |
| **Grand Total** | **53.11%** | **37.19%** | **8.48%** | **1.22%** |

1. **For successful campaigns in the United States, there is a propensity to spend more per donation(average) on technology campaigns.**
2. **You are about 40% more likely to run a successful campaign if designated as a “Staff Pick”.**

**Dataset Limitations**

The data set, at best, represents only:

* 1.37% of the 300,000+ Kickstarter campaigns.
* 2.31% of the $2 Billion+ raised in Kickstarter campaigns

Based on the instructions, around 33% of all Kickstarter campaigns have had a positive outcome (assuming this means it was successful). However, the percentage of successful campaigns in this data set is 53%. This could be an indicator that the dataset does not accurately represent Kickstarter campaigns.

**Possible Tables and/or Graphs**

\*My three answers to the first question also included additional tables and graphs.

**Histogram for goal amounts:**

\*Shows that most campaigns have goals less than or equal to $10,000.



**Percentage of Category designated “Staff Pick”:**

\*Shows possible inclination towards visual media mediums (Film & Video and Photography)

**State Count by Year:**

\*Shows an increase in the ratio of failed to successful campaigns by year. May indicate that the volume of campaigns may be a factor in success rate.