**KickStarter Report**

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Conclusions can be drawn from the data shown is the most successful campaigns and most unsuccessful campaigns:

The most successful campaigns were theatre and music. Theatre totaled at 839 successful campaigns and 493 failed campaigns. Music had a much better ratio 540 successful campaigns to 120 failed campaigns. When dissecting the music sub categories, the data shows Rock and Indie Rock clearly carried the music campaigns whereas Jazz failed in all campaigns. In terms of the entertainment space on Kickstarter, the number of campaigns for Plays dramatically outnumbers other categories by a wide margin.

The most unsuccessful campaigns were food, games, and journalism which shown only cancelled campaigns presented. As for food, the grand total was 200 campaigns with 140 failed campaigns and Games also with 140 failed campaigns, but with 220 total campaigns presented. In terms of the food category, the campaigns involving restaurants failed and Food Trucks performed similarly ineffective, but with a miniscule number of successful campaigns. In dissecting the sub-category of games, all mobile games and video games presented failed campaign outcomes, whereas table top games were successful within the game category with a success rate of 100%.

Thirdly, a major distinction among this data set is that the categories that showed great rate of successful campaigns also had a similar rate of failed campaigns. Therefore, this could bring up the theory that poor execution could be the cause for the negative results in some cases. For example, film had a grand total of 520 campaigns but 220 of those were either failed or cancelled campaigns.

Some of the limitations are the individual sub- categories withing the data can be perceiving. Such as technology appears to have been a failed campaign category, but when you dig into the sub-category that data presents hardware of doing exceptionally well. I stated earlier that Plays performed remarkably well, but Musicals did not, so if someone was only looking at the theatre category and wanted to start a campaign for a musical, they may be in trouble. The same can be said for music, a jazz musician could be under the impression a music campaign could boost his musical career, where in reality KickStarter is not a cesspool for Jazz musicians.

Some other possible tables? Personally, I would have considered side by side graphs for the Parent category set of data. I believe the visual of seeing the successful campaigns in relation to the failed may presented a more realistic view of the data. At first glance, one could think multiple categories flourished, but in actuality they faltered. A chart and graph showing the average donation given would have presented to future campaign seekers, they amount they could expect to receive.