1. **Kickstarter Campaigns Conclusion**

There are 9 major project categories; Film and Video, Food, Games, Journalism, Music, Photography, Publishing, Technology, and Theater to be organized and analyzed. From the stacked column created by pivot table, 53% of the campaigns achieved its initial goal, 37% failed to reach the goal, 8% dropped off, and only 1% still going on. According to the summarized data, the most number of project categories falls on Theater (20% of Number of Projects); however, that is not the one who makes the most percentages of being successful. Instead, Music takes the first with 77% of being successful out of its own category.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Count of state** | **State** |  |  |  |  |  |
| **Category** | **canceled** | **failed** | **live** | **successful** | **Grand Total** | **%successful** |
| film & video | 40 | 180 |  | 300 | 520 | 58% |
| food | 20 | 140 | 6 | 34 | 200 | 17% |
| games |  | 140 |  | 80 | 220 | 36% |
| journalism | 24 |  |  |  | 24 | 0% |
| music | 20 | 120 | 20 | 540 | 700 | 77% |
| photography |  | 117 |  | 103 | 220 | 47% |
| publishing | 30 | 127 |  | 80 | 237 | 34% |
| technology | 178 | 213 |  | 209 | 600 | 35% |
| theater | 37 | 493 | 24 | 839 | 1393 | 60% |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |  |
| **% of States** | 8% | 37% | 1% | 53% | 100% |  |

Under Sub-category of campaigns, there are many project sub-categories which make 100% being successful; Classical music, Documentary, Electronic music, Hardware, Indie Rock, Rock, Tabletop Games, and Television. Whereas, the Plays industries significantly takes the most number of project category with high percentages of being successful. Thus, to analyze data needs more carefully detailing on its factor basis for each category.

From the relationship between State Counts and time period (Year), number of campaigns has increased. In 2009-2013, fewer projects performed comparing to 2014-2017. However, since 2014, state of reaching the initial goal and failed has started coming across. There is to have some factors that are significantly important to impact those outcomes which should be our further study.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| **Qtr1** | **89** | **363** | **50** | **564** | **1066** |
| Jan | 34 | 149 | 2 | 182 | 367 |
| Feb | 27 | 106 | 18 | 202 | 353 |
| Mar | 28 | 108 | 30 | 180 | 346 |
| **Qtr2** | **80** | **375** |  | **637** | **1092** |
| Apr | 27 | 102 |  | 192 | 321 |
| May | 26 | 126 |  | 234 | 386 |
| Jun | 27 | 147 |  | 211 | 385 |
| **Qtr3** | **100** | **411** |  | **507** | **1018** |
| Jul | 43 | 150 |  | 194 | 387 |
| Aug | 33 | 134 |  | 166 | 333 |
| Sep | 24 | 127 |  | 147 | 298 |
| **Qtr4** | **80** | **381** |  | **477** | **938** |
| Oct | 20 | 149 |  | 183 | 352 |
| Nov | 37 | 114 |  | 183 | 334 |
| Dec | 23 | 118 |  | 111 | 252 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

1. Because there are other important factors that might impact the campaign achievement, focusing on possible factors; tables or graphs will make this data more understandable. For further study, we may choose the scope or narrower the area/location and group them such as by states or continents to dig into customer behaviors in each area. We could add on the real budget after passing its goal to see more clearly what types would make the real profits.