**Parent Category as an Indicator of Success**

To investigate the influence of each parent category on success rate, I created a success rate column in my pivot table which takes the quotient of successful campaigns and the grand total within a category. This process identified that music, theater, film & video, and photography had the highest success rate.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Category** | **Cancelled** | **Failed** | **Live** | **Successful** | **Grand Total** | **Success Rate** |
| **film & video** | **40** | **180** |  | **300** | **520** | **57.69** |
| food | 20 | 140 | 6 | 34 | 200 | 17 |
| games |  | 140 |  | 80 | 220 | 36.36 |
| journalism | 24 |  |  |  | 24 | 0 |
| **music** | **20** | **120** | **20** | **540** | **700** | **77.14** |
| **photography** |  | **117** |  | **103** | **220** | **46.82** |
| publishing | 30 | 127 |  | 80 | 237 | 33.76 |
| technology | 178 | 213 |  | 209 | 600 | 34.83 |
| **theater** | **37** | **493** | **24** | **839** | **1393** | **60.23** |

These 4 parent categories are selling experiences rather than a tangible product. There also seems to be a correlation between digital accessibility and success rate. I’ve included the chart below as a visual representation of the data.

**Correlation Between Date of Launch and Success Rate**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Months** | **canceled** | **failed** | **successful** | **Grand Total** | **Success Rate** | **6 Month Average** |
| Jan | 34 | 148 | 184 | 366 | 50.273 |  |
| Feb | 27 | 106 | 202 | 335 | 60.299 |  |
| Mar | 28 | 108 | 180 | 316 | 56.962 |  |
| Apr | 27 | 102 | 192 | 321 | 59.813 |  |
| May | 27 | 126 | 233 | 386 | 60.363 |  |
| Jun | 27 | 148 | 212 | 387 | 54.78 | 57.08166667 |
| Jul | 43 | 148 | 192 | 383 | 50.131 | 49.99333333 |
| Aug | 32 | 135 | 167 | 334 | 50 |  |
| Sep | 24 | 126 | 148 | 298 | 49.664 |  |
| Oct | 20 | 151 | 184 | 355 | 51.831 |  |
| Nov | 37 | 113 | 181 | 331 | 54.683 |  |
| Dec | 23 | 119 | 110 | 252 | 43.651 |  |

Kickstarter campaigns that were initiated in the first 6 months of the year (January through June) had a higher average success rate than those initiated in the last 6 months (July through December).

My hypothesis is that people are more conservative with their money in the months leading up to the holidays than they are after the turn of the calendar year. January marks the end of the fiscal year when many workers receive bonuses. This means they are more willing to spend on funding Kickstarter projects during these months. Having a project properly funded in the first 6 months of the year also helps ensure that the product is ready to launch by Summer. The graph below shows that the total count of successful projects increases from January to June, then steadily decreases through December.

**Comparing Sub-categories and Outcome**

Since there is such a large quantity of sub-categories, I decided to focus on just the top 3 parent categories: Theater, Music, and Film & Video. In the parent category of theater, plays had the greatest success rate. In Music, it seems genres that cater to a younger audience such as electronic, pop, rock, metal, indie rock and classical all had close to 100% success rates while faith and jazz failed to secure funding. In Film & Video, documentary and television experienced the most success.

**Limitations of this Dataset**

It would be beneficial for this dataset to include more information on the demographic of the donors. This would provide great insights on the type of people funding each Kickstarter category and sub-category. It would also be interesting to see another set of grouping that separates the data into “service”, “content”, “experience” and “physical product”, because this may reveal more information about consumer spending habits. Our current data does provide information on success trends for parent categories and creation date, but I think it could provide more information on how to market towards a target demographic.

**Other Graphs and Tables**

We could add extra columns in our tables for success rate by dividing our successful outcomes by the total outcomes. We can find the success rate value for categories, sub-categories and creation date and create a chart. Having a success rate would give us the ability to perform further quantitative analysis such as averaging success rate across similarly grouped categories.