**Kickstarter Conclusions**

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1. The following conclusions can be obtained from the data analyzed.
   1. Music is one of the most successful categories. Although Theater has the biggest number of successful launches, failed launches in theater accounts for 35 percent of all the launches.
   2. Several categories and subcategories are more prone to failure.
      1. Publishing is one of the most unsuccessful categories with over 70 percent of failures of cancellation. All publishing subcategories except nonfiction and radio & podcast had canceled or failed launches.
      2. Technology, publishing, games, photography and food had more failures and cancellations than successful launches.
      3. Several specific subcategories were highly unsuccessful. For example, all animation, drama, mobile games, video games and restaurants launches failed; all web and food truck launches either failed or were cancelled.
   3. Although 2015 has the highest number of successful launches, it also has the highest number of failures and cancellations in the nine years considered. Moreover, only 46 percent of the launches in 2015 were successful – the lowest percentage in the in the period reviewed. In contrast, the year 2011 was the most successful, percentage wise, with over 79 percent of successful launches.
      1. Music launches in 2012 had tremendous success. After 2013, there is a notable declining trends in music launches (less successes and more cancellations)
      2. Although low in numbers, all journalism launches were cancelled.
2. The following limitations were identified in the dataset
   * Over 73 percent of the launches were in the US.
   * Data recorded is only until 2017. Decisions that are made need to consider what current trends may affect the conclusions and actions that could be taken from the data analysis.
   * There were some potentially insightful information in the “blurb” field, but because it is free txt, it is difficult to use Excel to gain additional insights from this data.
   * The data set is only a small sample (1.3 percent) of all the Kickstarter projects.
   * Currency is not consistent so additional manipulations would be needed to convert all goals/donations/avg donations to a consistent currency if further monetary analysis is desired.
3. Other possible tables and graphs that can be constructed from the dataset include:
   * Comparison of goals vs pledged amount, by country and by category. A bar graph describing these would be useful.
   * Comparison on how successful were the categories and subcategories that we picked by staffed and those that were not.
   * A data analytics graph of the average donations to identify categories/subcategories where very high donors contributed (outliers).