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**Kickstarter Report**

**Conclusion 1: Documentaries, shorts, and TV shows fare well. Animations and dramas do not. We only know this for four major countries, however.**

In the category of films, documentaries have been overwhelmingly successful. Every single one of the 180 documentaries have been successes. Shorts and televisions share this 100% success rate for 60 shorts and 60 TV shows. In contrast, animations and dramas have failed 100% of the time, for 100 animations and 80 dramas. So, somebody already planning to fund a documentary or TV show has reason to feel optimistic about their chances of success, whereas somebody thinking of funding an animation or drama should probably look elsewhere for funding.

The primary contributors of data on film projects comes from four countries: The US (422), Great Britain (53), Canada (16), and Australia (12). From there, the most food projects tried in any country is four (from France). Some countries have had no food campaigns attempted thus far. While it is true that the projects tried in the minor contributing countries support the overall trend, there is not enough data to predict with confidence that the trends would continue on in those countries if more food projects local to those countries were attempted. That is to say, these trends should only be taken to have predictive value in the top four countries.

**Conclusion 2: Theater is the most popular and successful category across the board.**

Another conclusion we can draw is that overall, theater is the most popular and the most successful category. Examining this across countries reveals this to be reliable. It is true that in some countries, theater has higher rates of failure compared to the overall trends (for example, in Mexico); but in those countries, *all* categories have higher rates of failure. In those countries, theater still has a better success rate and more attempted projects than the other categories. So, we can conclude that theater fares relatively well compared to other categories across many countries.

**Conclusion 3: Food trucks fail overwhelmingly as Kickstarter projects. Small batches of food fare well, but this is only clear for the US and maybe two other countries.**

It is clear, with 120 failures and 20 cancels, that food trucks do not fare well. Only 20 restaurant projects have been tried, but they all failed as well. Small batch projects have been more successful with 34 successes and 6 still live. The overwhelming majority of this data, however, comes from the US alone: 168 food projects were tried in the US, 10 in Great Britain, and 4 in Australia. So, this data speaks mostly for the US and perhaps for one or two other countries; for the rest, almost no data comes, so little can be said about how future food projects would fare in those countries.

**Limitations**

The primary limitation of this data is that it does not come evenly from all countries. Some countries supply very little data in certain categories, or not enough data in many categories. In general, this means we have to be careful to qualify our conclusions in terms of which countries supply adequate data.

Another limitation of this data is that it alone may not reliably predict the chances of success of a random new Kickstarter project based only on category, subcategory, and country. For example, it is possible that many of the successful theater projects in the US came from projects that were started in certain major cities, and that many of the failed theater projects were started in smaller, poorer towns. Since the data provided does not tell us this, the success rate on record would not be a reliable predictor of the chances of success for small town theater projects.

**Other possible tables/graphs**

Other possible tables we could create could have countries in the rows, status in the columns, and which could be filtered by category and/or subcategory. We could look at a stacked bar graph of this. This would be very helpful because it would tell us more about how the data behaves specific to certain countries. For example, we might see that overall, certain countries have contributed more projects than others, and we might see that certain countries have higher success rates than others. We could look at the overall success rate of projects in a country as well as the success rates specific to categories/subcategories and compare across countries.