Kickstarter Crowdfunding Projects

1. Projects based on the catergory

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 40 | 180 |  | 300 | 520 |
| food | 20 | 140 | 6 | 34 | 200 |
| games |  | 140 |  | 80 | 220 |
| journalism | 24 |  |  |  | 24 |
| music | 20 | 120 | 20 | 540 | 700 |
| photography |  | 117 |  | 103 | 220 |
| publishing | 30 | 127 |  | 80 | 237 |
| technology | 178 | 213 |  | 209 | 600 |
| theater | 37 | 493 | 24 | 839 | 1393 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

2. Outcome based on the sub category

3. Launch Date Outcome

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |
| **Month** | **canceled** | **failed** | **successful** | **Grand Total** |
| Jan | 34 | 149 | 182 | 365 |
| Feb | 27 | 106 | 202 | 335 |
| Mar | 28 | 108 | 180 | 316 |
| Apr | 27 | 102 | 192 | 321 |
| May | 26 | 126 | 234 | 386 |
| Jun | 27 | 147 | 211 | 385 |
| Jul | 43 | 150 | 194 | 387 |
| Aug | 33 | 134 | 166 | 333 |
| Sep | 24 | 127 | 147 | 298 |
| Oct | 20 | 149 | 183 | 352 |
| Nov | 37 | 114 | 183 | 334 |
| Dec | 23 | 118 | 111 | 252 |
| **Grand Total** | **349** | **1530** | **2185** | **4064** |
|  |  |  |  |  |

1. Given the provided data, what are three conclusions we can draw about Kickstarter

campaigns?

The number of successful campaigns were greater than the number of failed campaigns only in the following three categories: theater, film and video, and music.

Music events were very popular. More than 75% of the music events were successful. Rock music was widely accepted. All of the rock music events turned out to be successful.

Events launched during the warmer months collected more funds. Chances of success for the events during winter months is relatively low.

2. What are some limitations of this dataset?

The dataset does not include the expense incurred for running the campaigns. To determine whether an event is a real success, we will need to consider the expense too.

3. What are some other possible tables and/or graphs that we could create?

Clustered column chart is effective in analyzing the successful/failed/cancelled/live ratio.