Pivot 1: The first pivot table chart shows by parent category, most of the campaigns were in theater. Theater also has both the largest number of successful and failed campaigns compared to other categories. However, music has the highest percentage of successful campaigns based on the chart. Among the 4000 projects, all 24 journalism projects were canceled. Almost 1/3 of technology campaigns were canceled. Most of the categories have a mix of status.

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

Pivot 2: By looking at the sub-categories, all campaigns were successful in some sub-categories, such as electronic music, documentary. Some sub-categories were all failed or canceled, such as animation, art books. Plays has the largest number of successful and failed campaigns.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| animation |  | 100 |  |  | 100 |
| art books |  |  | 20 |  | 20 |
| audio |  |  | 24 |  | 24 |
| children's books |  | 40 |  |  | 40 |
| classical music | 40 |  |  |  | 40 |
| documentary | 180 |  |  |  | 180 |
| drama |  | 80 |  |  | 80 |
| electronic music | 40 |  |  |  | 40 |
| faith |  | 40 |  | 20 | 60 |
| fiction |  | 40 |  |  | 40 |
| food trucks |  | 120 | 20 |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware | 140 |  |  |  | 140 |
| indie rock | 140 | 20 |  |  | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces | 9 | 11 |  |  | 20 |
| metal | 20 |  |  |  | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 60 | 60 | 20 |  | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction | 60 |  |  |  | 60 |
| people |  | 20 |  |  | 20 |
| photobooks | 103 | 57 |  |  | 160 |
| places |  | 20 |  |  | 20 |
| plays | 694 | 353 |  | 19 | 1066 |
| pop | 40 |  |  |  | 40 |
| radio & podcasts | 20 |  |  |  | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock | 260 |  |  |  | 260 |
| science fiction |  |  | 40 |  | 40 |
| shorts | 60 |  |  |  | 60 |
| small batch | 34 |  |  | 6 | 40 |
| space exploration | 40 | 2 | 18 |  | 60 |
| spaces | 85 | 80 | 17 | 5 | 187 |
| tabletop games | 80 |  |  |  | 80 |
| television | 60 |  |  |  | 60 |
| translations |  | 47 | 10 |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 20 | 120 | 60 |  | 200 |
| web |  | 60 | 100 |  | 160 |
| world music |  |  | 20 |  | 20 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

Pivot 3: the highest number of successful campaigns was in May, and then dropped over time. The number of canceled campaigns were relatively stable throughout the year.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **canceled** | **failed** | **Grand Total** |
| Jan | 182 | 34 | 149 | 365 |
| Feb | 202 | 27 | 106 | 335 |
| Mar | 180 | 28 | 108 | 316 |
| Apr | 192 | 27 | 102 | 321 |
| May | 234 | 26 | 126 | 386 |
| Jun | 211 | 27 | 147 | 385 |
| Jul | 194 | 43 | 150 | 387 |
| Aug | 166 | 33 | 134 | 333 |
| Sep | 147 | 24 | 127 | 298 |
| Oct | 183 | 20 | 149 | 352 |
| Nov | 183 | 37 | 114 | 334 |
| Dec | 111 | 23 | 118 | 252 |
| **Grand Total** | **2,185** | **349** | **1,530** | **4,064** |

There are some limitations of the dataset. Of the more than 300,000 projects launched on Kickstarter, 4,000 projects is a very small sample group. Among the 4000 projects, over 3000 projects are from the U.S. It is hard to draw any conclusion from a global perspective. Another limitation is that there are a few large outliers which skewed the data significantly. We might need to remove them so the mean is more meaningful.

A successful campaign requires meeting or exceeding the project's initial goal. If the goal is lower, it is more likely to be successful, and vice versa. Besides looking into data by categories or sub-categories, we can also create charts to see the average funded percentage or average donation by funding status and category.