**Kickstarter Campaign Report**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | (All) |  |  |  |
| Years | (All) |  |  |  |
|  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **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** |

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

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| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **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** |

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

Three conclusions that we can draw from the Kickstarter campaigns are as follows. Of the grand total amount of campaigns that were launched more than half were success at 53% with a large bulk of those successes coming from theater and music. Looking more specifically, of the 839 successful campaigns under the category of “theater”, 694 of those successes came from the sub-category of “plays”. As we analyze the line graph that breaks down the successes, failed and canceled campaigns by month; the month with the most successful campaigns was May and the month with fewest number of successes was December. The month with the most failed campaigns was July and the least number of failed was April. The month with the most canceled campaigns was July and the least number of canceled was October.

1. What are some limitations of this dataset?

A limitation of this data set is that it is only 4,115 of the over 300,000 Kickstarter campaigns that have been launched. Which only comprises of only a little over 1% of the total number of launched campaigns. Also, of the 300,000 campaigns that are launched on Kickstarter only a third make it through the funding process with a positive outcome then our data set is skewed. Our data set of successful campaigns is about 53% which is a much higher number of successful campaigns then what they are seeing overall. Lastly, the countries in our data set were strongly skewed to show the largest number coming from the United States.

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

We could create a pie chart that shows the number of campaigns in comparison to the country they were launched. We could also make a stacked bar graph that compares the country in which the campaigns were launched and compare that to the number of successful, failed or canceled campaigns within that country.