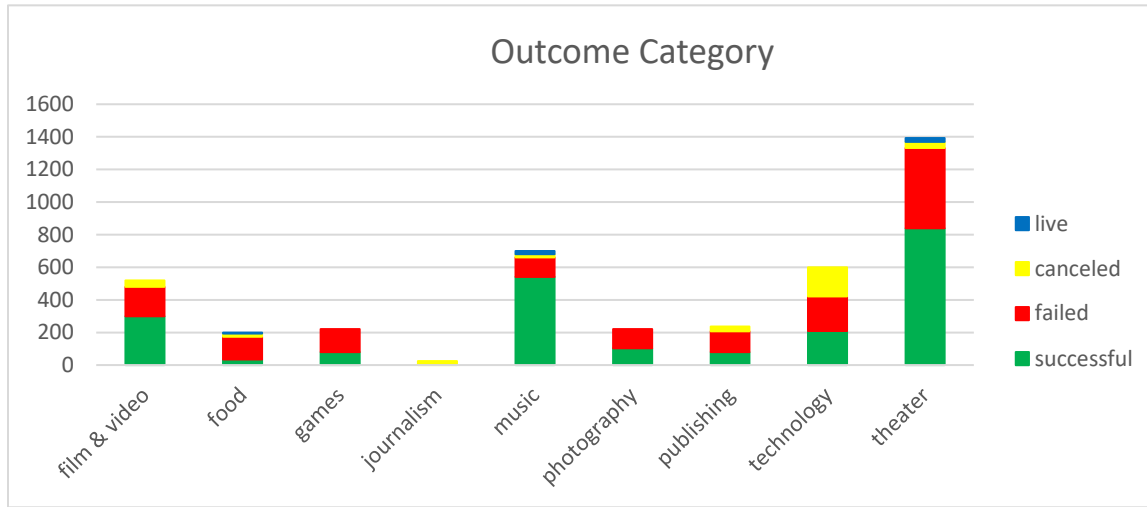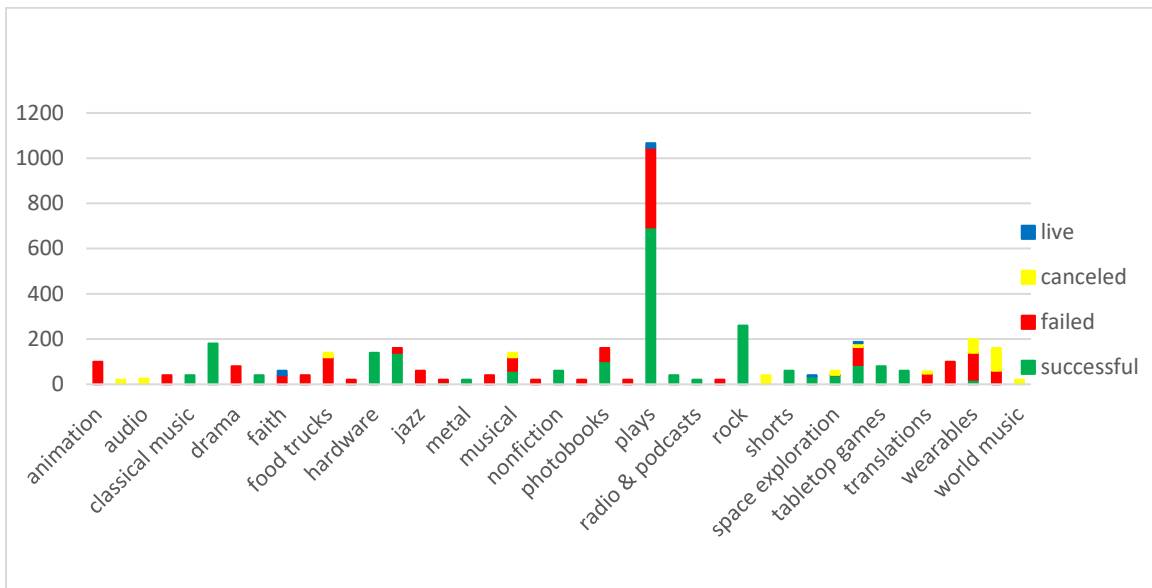# KickStart My Chart

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WHAT ARE THREE CONCLUSIONS WE CAN MAKE ABOUT KICKSTARTER CAMPAIGNS GIVEN THE PROVIDED DATA.

1. Analyzing the Outcome Category Chart:

- The Kickstarter Campaign **Top 3 successful categories** are in **theater** with the green bar at **839 funded** projects, **music** at **540 funded** projects and **film & video** at **300 funded** projects.
- The Kickstarter Campaign **3 unsuccessful categories** are in **theater** with the red bar at **493 projects** that failed to be funded, **technology** with the red bar at **213 projects** that failed to be funded and lastly, **film & video** with the red bar of **180 projects** that failed to be funded.
- From the graph, it appears many people us Kickstarter to launch their career in **theater**. If a future artist would like to start their career in Theater, they have a **67% rate of success**!

2. Analyzing the Outcome Sub-Category Chart

- After analyzing the sub-category chart, **Plays** (under parent category Theater) is clearly the most successfully projects funded for Kickstarter. **Plays** have a success rate **of 66% fully funded projects**. Thus, future playwriters will be more encouraged to use Kickstart to launch their careers.

3. Analyzing Monthly Launched Projects on Kickstart
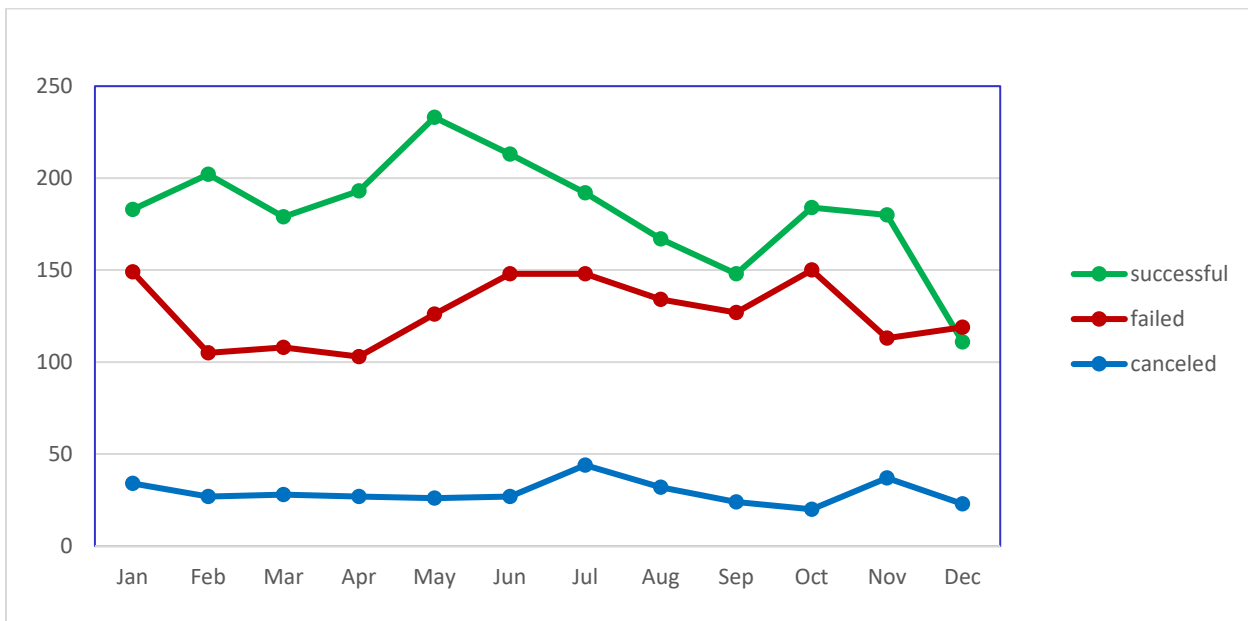
- If a creator is observing the graph above, he can see there is a better success rate of 60% if they launch their project in the month of **May**.
- The **worst** month for the creator to launch their project would be in **December** because the success graph goes in a nose dive with a 44% success rate and intersects with the **at 47% failure rate**.
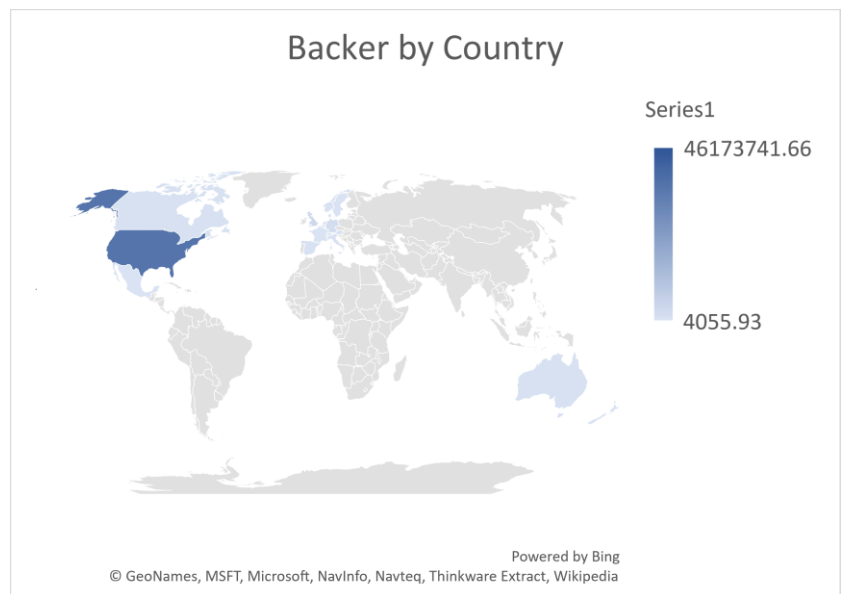
WHAT ARE SOME OF THE LIMITATIONS OF THIS DATASET?

- The dataset does not tell us what **country** most investors(**backers**) are from. This information would help Kickstart/creators with their marketing campaign strategy in attaining **future backers**.
- This data set does not show the **failure** rate when the **launch date to deadline date** for a project is not funded within 30 days. This information can help future creators maximize their marketing plan for their project.
- The data set is also limited because it does not help the creator to choose whether to launch their project using **Staff pick** (KS staff selects their favorite project) or **Spotlight**(showcase their project and direct traffic to their storefront).

WHAT ARE SOME OTHER POSSIBLE TABLES/GRAPHS THAT WE COULD CREATE?

1. The graph below shows the amount of money pledged and the number of backers for each country.

Row Labels	Sum of PLEDGED	Sum of BACKERS COUNT
AT	423984	1181
AU	714202.52	6731
BE	4055.93	73
CA	769589.05	7312
CH	6334	69
DE	1909861.63	14674
DK	204294	451
ES	502344	2461
FR	54677.66	626
GB	3498056.14	50975
HK	205035	71
IE	141036.23	1750
IT	320039.88	2285
LU	16065.5	182
MX	78160	106
NL	145121	1309
NO	493022	625
NZ	43644	381
SE	452442.55	752
SG	9124	72
US	36182652.57	371160
Grand Total	**46173741.66**	**463246**

Backer by Country

Series1

46173741.66

4055.93

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2. The chart below analyzes the Parent Categories and their success rate in achieving funds.

Count of OUTCOME	Column Labels	
Row Labels	successful	Grand Total
classical music	40	40
documentary	180	180
electronic music	40	40
hardware	140	140
indie rock	140	140
makerspaces	9	9
metal	20	20
musical	60	60
nonfiction	60	60
photobooks	103	103
plays	694	694
pop	40	40
radio & podcasts	20	20
rock	260	260
shorts	60	60
small batch	34	34
space exploration	40	40
spaces	85	85
tabletop games	80	80
television	60	60
wearables	20	20
Grand Total	2185	2185

SUCCESS RATE IN PARENT CATEGORIES

wearables 1%
television 3%
classical music 2%
documentary 8%
electronic music 2%
hardware 6%
indie rock 6%
makerspaces 0%
metal 1%
musical 3%
nonfiction 3%
photobooks 5%
plays 32%
pop 2%
radio & podcasts 1%
rock 12%
shorts 3%
small batch 2%
space exploration 2%
spaces 4%
tabletop games 4%
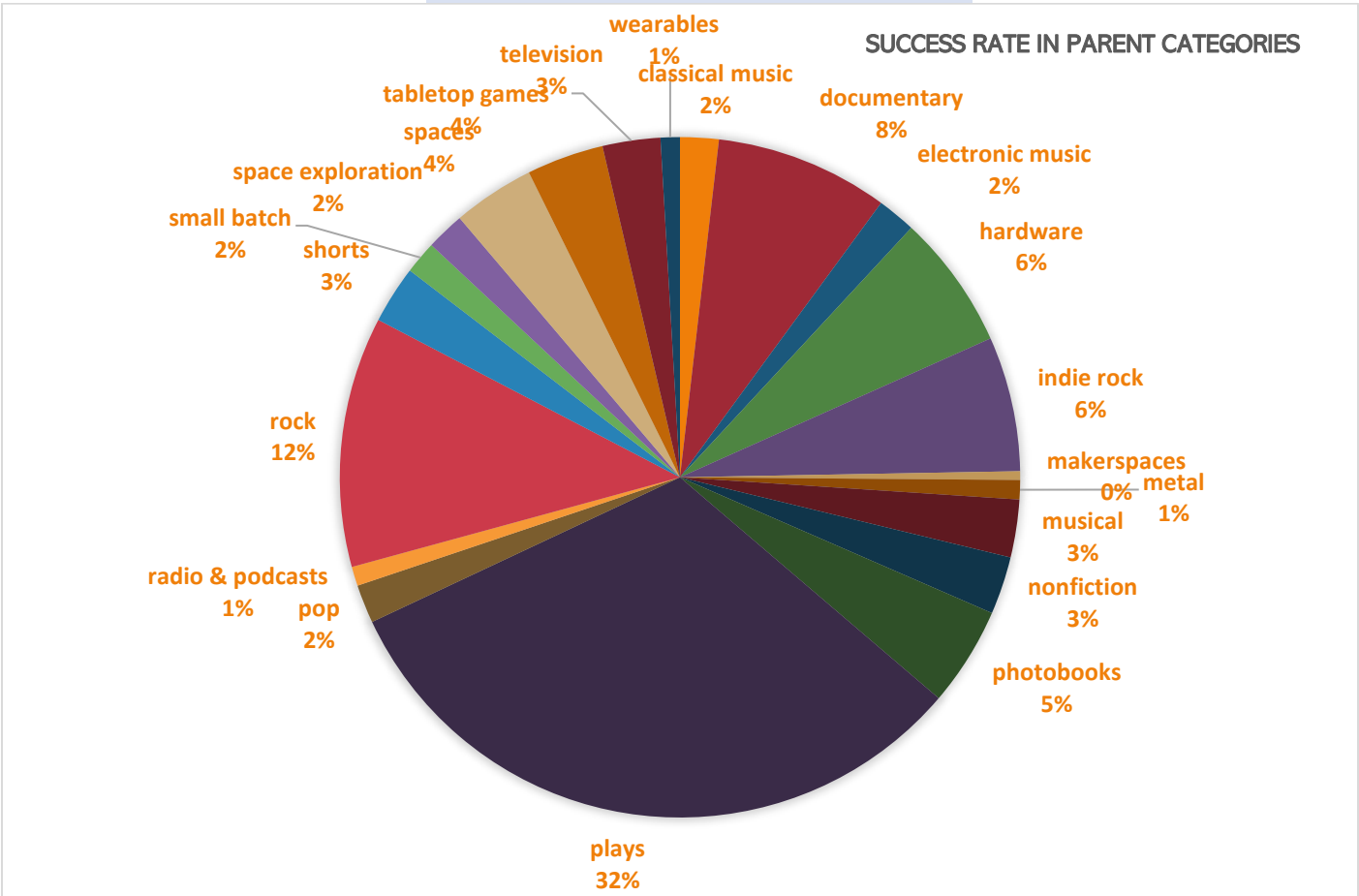
3. The graph and table below shows that Kickstart projects are increasing each year and more projects met the Date ended Conversion deadline. It also shows the trend line for 2016 is consistent with actual graph line.

Date Ended Conversion

End Conversion Count

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2009	1	1						2	1	2	3	4
2010	5	4	5	3	6	5	12	5	3	7	4	6
2011	20	10	8	12	13	12	18	15	23	13	8	19
2012	17	17	27	32	37	25	27	19	25	18	19	19
2013	22	14	31	20	31	16	23	15	17	25	32	28
2014	81	35	23	26	59	82	115	143	115	94	110	93
2015	64	97	129	121	121	124	112	116	79	97	84	82
2016	66	78	89	96	92	92	87	74	59	80	53	83
2017	6	53	69	28	1							

Months

Legend: 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, Linear (2016)