**KICKSTARTER PROJECT REPORT**

**CONCLUSION 1**: Analyzing the data at the Parent-Category level, it is observed that the Theater parent category has recorded the maximum number of successfully funded pledges at 839 successful pledges, followed by the Music Category at 540 successful pledges and the Film and video Category at 300 successful pledges. This shows the industry’s highest inclination of funding towards the theatre category as a successful investment mode for wealth generation.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **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** |

Looking at the world’s demographic level , the United States stood out as the country funding the highest number of Theater projects at 525, followed by the Great Britain where investors successfully funded 258 Theater projects whereas Canada and Australia saw 28 and 21 Theater projects respectively being successfully funded by investors as Kickstarter projects.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | US |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 31 | 130 |  | 261 | 422 |
| food | 15 | 115 | 4 | 34 | 168 |
| games |  | 96 |  | 52 | 148 |
| journalism | 23 |  |  |  | 23 |
| music | 19 | 110 | 17 | 490 | 636 |
| photography |  | 72 |  | 62 | 134 |
| publishing | 22 | 87 |  | 69 | 178 |
| technology | 121 | 138 |  | 158 | 417 |
| theater | 26 | 349 | 12 | 525 | 912 |
| **Grand Total** | **257** | **1097** | **33** | **1651** | **3038** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | GB |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 2 | 30 |  | 21 | 53 |
| food | 1 | 8 | 1 |  | 10 |
| games |  | 17 |  | 16 | 33 |
| music | 1 | 7 | 1 | 25 | 34 |
| photography |  | 27 |  | 18 | 45 |
| publishing | 3 | 8 |  | 6 | 17 |
| technology | 12 | 19 |  | 22 | 53 |
| theater | 6 | 89 | 6 | 258 | 359 |
| **Grand Total** | **25** | **205** | **8** | **366** | **604** |

**CONCLUSION 2**: Analyzing the data at the Sub-Category level, it is observed that the Sub-Category of Plays has received the maximum number of successful pledges at 694, followed by Rock music at 260 successful pledges and Documentaries at 180 successful pledges. This again confirms the industry’s primary choice of funding towards the Theatre category, the Plays sub-category being the preferred sub-category for the Theater category.

At the World’s demographic level, the United States was found to be the country funding the maximum number of plays at 412 successful pledges followed by the Great Britain at 238 successful pledges and Canada at 22 while Australia recorded 5 successful pledges.

|  |  |
| --- | --- |
| Country | Successful Pledges |
| United States | **525** |
| Great Britain | **258** |
| Canada | **28** |
| Australia | **21** |

**CONCLUSION 3**: Analyzing the data on a yearly basis, it can be observed that the year 2015 saw the most successful funding of Kickstarter projects across Parent categories.

|  |  |
| --- | --- |
| Year | Successful Pledges |
| 2010 | 49 |
| 2011 | 136 |
| 2012 | 216 |
| 2013 | 200 |
| 2014 | 474 |
| 2015 | 567 |
| 2016 | 475 |
| 2017 | 59 |

**IMPORTANT OBSERVATION :** Overall, an important observation from this data is that the United states is consistently the leading country funding Kickstarter projects across categories over the other participating countries in this data set. This proves that for aspiring talent, the United States is the most favorable destination to successfully launch their Kickstarter projects across categories listed below. Please refer the table hereunder.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | US |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 31 | 130 |  | 261 | 422 |
| food | 15 | 115 | 4 | 34 | 168 |
| games |  | 96 |  | 52 | 148 |
| journalism | 23 |  |  |  | 23 |
| music | 19 | 110 | 17 | 490 | 636 |
| photography |  | 72 |  | 62 | 134 |
| publishing | 22 | 87 |  | 69 | 178 |
| technology | 121 | 138 |  | 158 | 417 |
| theater | 26 | 349 | 12 | 525 | 912 |
| **Grand Total** | **257** | **1097** | **33** | **1651** | **3038** |

**Limitations of the Data:**

A few limitations of the data can be listed as below:

1. Currency is not the same or standardized in the data so it makes the calculation of the amount of money generated difficult.
2. The Data is not available or is insufficient for the years before 2009 and 2017 onwards which also creates a bias in the data.
3. There are fields in the data set like staff\_pick and spotlight which are not giving us any useable information for further analysis in this data set.

**Possible tables or graphs:**

1. Percentage funded across categories and sub-categories
2. Average donation across categories and sub-categories

Thank you!

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