|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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** |

STATUS OF CAMPAIGN – BY CATEGORY

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Category | (All) |  |  |  |  |
| Years | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| Jan | 34 | 149 | 2 | 182 | 367 |
| Feb | 27 | 106 | 18 | 202 | 353 |
| Mar | 28 | 108 | 30 | 180 | 346 |
| 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** | **50** | **2185** | **4114** |

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

- First, on the ByCategory worksheet, the “music” category appears to have the most “successful” ratio. Journalism failed miserably, with a 100% cancelled rate. Finally, “theater” is the most widely used category, but also has one of the higher “failed” rates.

- Second, on the BySubCategory worksheet, several sub-categories proved to be completely “successful” or to have completely “failed”. Amongst the 100% “successful rate”, were the sub-categories: “classical music”, “documentary”, “electronic music”, “hardware”, “metal”, “nonfiction”, “pop”, “radio & podcasts”, “rock”, “shorts”, “tabletop games”, and “television”. The sub-categories that produced a 100% failed rate were: “animation”, “children’s books”, “drama”, “fiction”, “gadgets”, “jazz”, “mobile games”, “nature”, “places”, “restaurants”, and “video games”.

- Third, on the LineGraph worksheet, we can conclude that the trend rate of “successful” campaigns goes down as the year progresses. There does appear to be a spike in mid-spring of “successful” campaigns, however. The trend rates of the “failed” and “cancelled” appear to stay largely the same throughout the year, however there is a slight increase of failures over the course of the year.

2. What are some limitations of this dataset?

I’d say the biggest limitation is that the dataset only consists of 4,000 campaigns out of the over 300,000 available projects that have been launched on Kickstarter.

Another limitation is not knowing how much time and effort were put into any campaigns. As is, this is a pretty broad set of data, just accounting for a pass/fail/cancel, without knowing any of the factors that may influence those rates.

The “theater” category and “plays” sub-category have the most amount of campaigns, by a long shot. Not having further sub-categories for “plays” is limiting in determining anything about the success rates in this sub-category.

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

Seeing a breakdown of categories that “almost” succeeded could help identify sub-categories that are coming close, but not actually succeeding.

Seeing the success rates of categories/sub-categories compared to when the “staff\_pick” column on the data worksheet is “true” vs “false” may show how much any of those categories/sub-categories are influenced by being a “staff\_pick”.

Comparing State/Countries/Currency comparisons of success rates could show any geographic locations that have higher success rates.

Comparing length of time to success rates may show if shorter or longer campaigns are more successful.