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

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

From the table, we can see that the theater is most popular way to raise fund 1393 with successful 839; music is the 2nd popular way with number of 700 with successful number of 540; technology and film & video also have over 500 times to raise fund. Journalism was all cancelled.

Conclusion

The data could be used to improve the successful in fund raise. Theater and music will be better way to try for fund raising; technology and film& video are also worth to try. Journalism could be very difficult and not a good way to raise fund.

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

From this table, we can see that there are 12 categories have 100% successful fund raise rate. documentary, shorts, television, classical music, electronic music, rock, pop, metal, hardware, nonfiction, radio & podcasts, tabletop games; there are also 12 categories are completed failed:| animation, children's books, drama, fiction, gadgets, jazz, mobile game, nature, people, places restaurants, video games; there are 4 categories all have been cancelled: art books, audio, science fiction, and world music.

Conclusion

The data could be used to improve the fund raise successful rate. Recommending to use the high successful rate categories as listed above instead of those categories has very high failed rate as listed above. Those all canceled categories may be successfully funding but they seem very challenging to apply.

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

From this table, we can see that May, June and July are active fund-raising month. May has the highest successful number and Dec has lowest successful number. Jan, June, July, and Oct showing high failed number. There are no big differences during year regarding cancelled number.

Conclusion

May is the best month for fund-raising has highest successful number and ok failed number.

1. **What are some limitations of this dataset?**

There is no examination of the relationship of the categories/subcategories with the state of successful/ failed

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

**We may do Regression analysis** to check the R-squared value and Equation to have better understand and exam the relationship of state with other data.