According to Pivot table 1, we could see relationship between category and state, we could see that around 53% project of total was successful, Music category has highest successful rate which is over 75% and followed by Theatre and film which are around 60%. On the other hand, Food 20% Games 36% and publishing 50% have the lowest successful rate. Interestingly, if you sort by country, you will find that Music has 100% successful rate in Australia. None of the category – Journalism has been proceeded to “live”, they have all been cancelled, also food and games has a high likely rate of fail, if that information has been present to backers, they would double consider their donation to those field.

According to pivot table 2, we investigate forty-one subcategories, we have subcategories with a hundred percent success rate: classical music, documentary, electronic music, hardware, metal, non-fiction, pop, radio and podcasts, rock, shorts, small batch, tabletop games, and television. We also have project subcategories that were a hundred percent unsuccessful: animation, children’s books, drama, faith, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, restaurants, translations, videogames and web. However, due to the statics of sample size is so small, it is unable to make a conclusion that some projects are easier to be successful than others, we can only see that plays is most popular among all subcategory.

According to pivot table 3, the category starts from 2009-2017, we could see that in May, we have the highest 234 successful projects out of total 386. From Feb ~April, we have the lowest season of failed project, which is around 100 cases, past mid-May we have an accelerated decrease of success and the gap between successful and unsuccessful narrows down until the month of December when the lines and the failed count surpasses successful for the first time. The line of Canceled projects is stable for across the whole year.

Limitations:

It does not include latest data (2018~2021) It only shows 9 categories out of 15 available. The data information for “live” campaigns is limit.

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

* Successful rate in different countries
* Successful/failure and analysis of length of the projects
* Successful/Failure rate in different countries
* Which Campaign almost successful but failed.
* Relationship between Packers and Category/subcategory