Conclusions of the kickstarter data

According to Kickstarter’s website – their mission is to “help bring creative projects to life.”

53% of the kick starter campaigns are successful according to my analysis of the kick starter data. The break down of creative projects shows the majority of kickstarter projects are related to theater.

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

This may influence why the success of kickstarter campaigns decline towards the end of the year.

Kickstarter is committed to making a difference for the community by funding creative projects that would not have a chance with the American corporate art community. Kickstarter enables creators to control how their work comes together. Not all of their projects are successful, but the majority are and they bring life to many different communities.