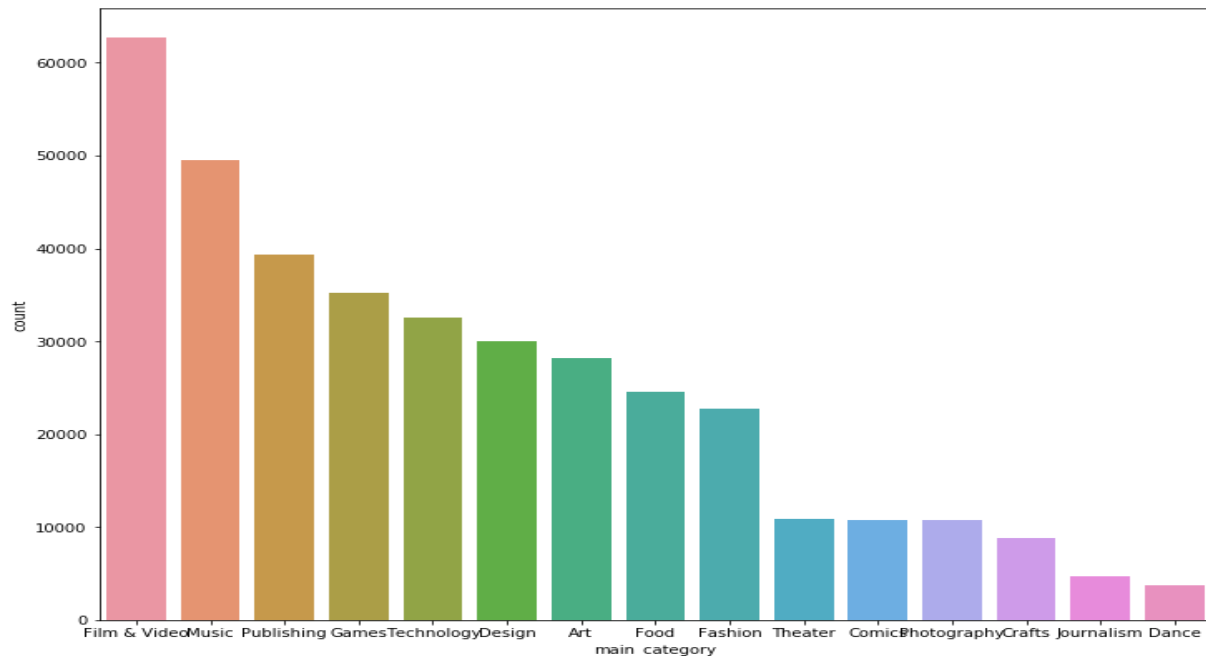


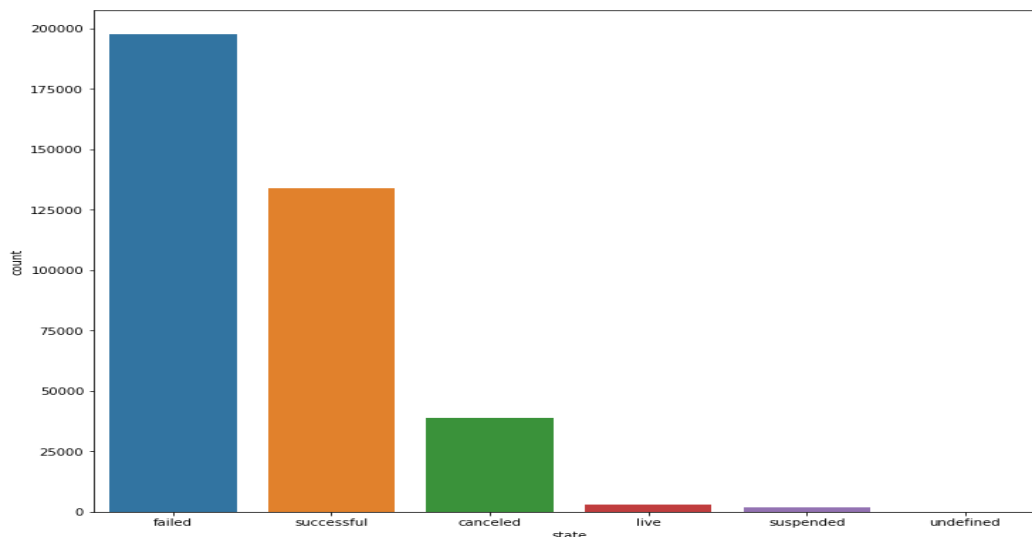
Q: How many main categories are on Kickstarters? What are the top 5 and 10 main categories?

A: There are total 15 main categories that Kickstarter identified. The Top 5 main categories are: Film & Video with 63K projects, Music with 50K projects, Publishing with 40K projects, Games with 35K projects, Technology with 32K project. The top 5 main categories accounted for almost 60% of the total projects.



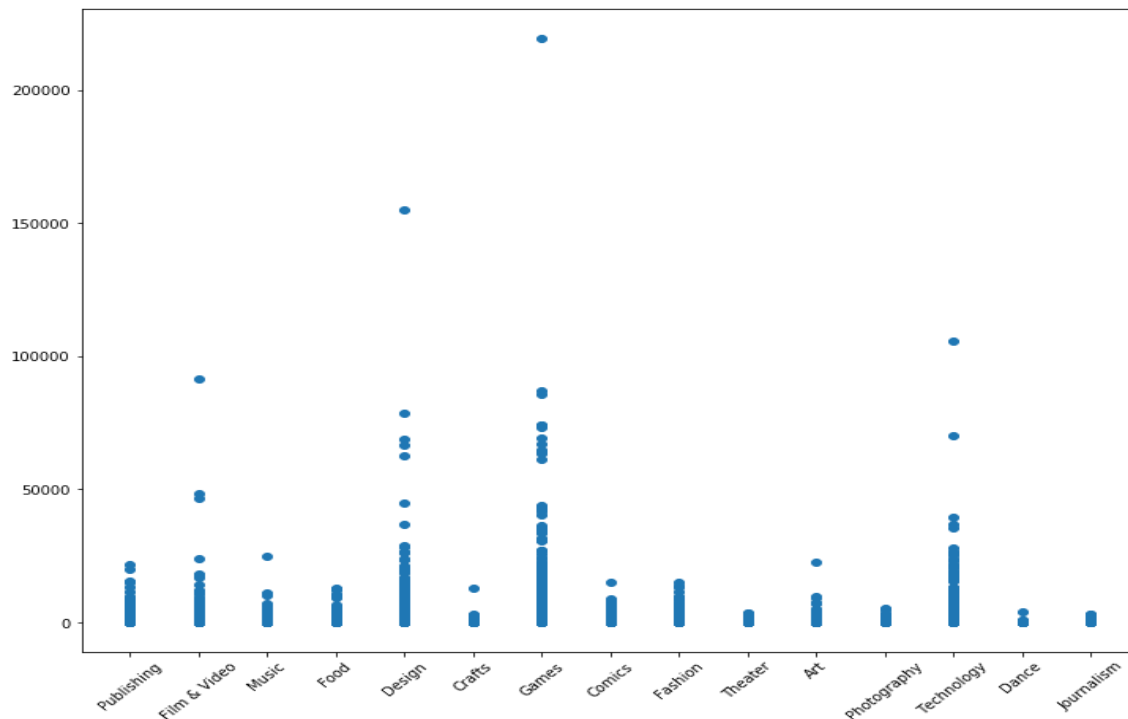
Q: How many projects were failed, successful, cancelled, live, suspended?

A: There are about 200K project failed, 133K projects succeed, 39K projects cancelled. There are around 2.8K project still live by the time the data is collected. Lastly, there are 1.8K project were suspended. Roughly 63.5% of the projects were either failed, cancelled or suspended. Only 35.7% project were successful.



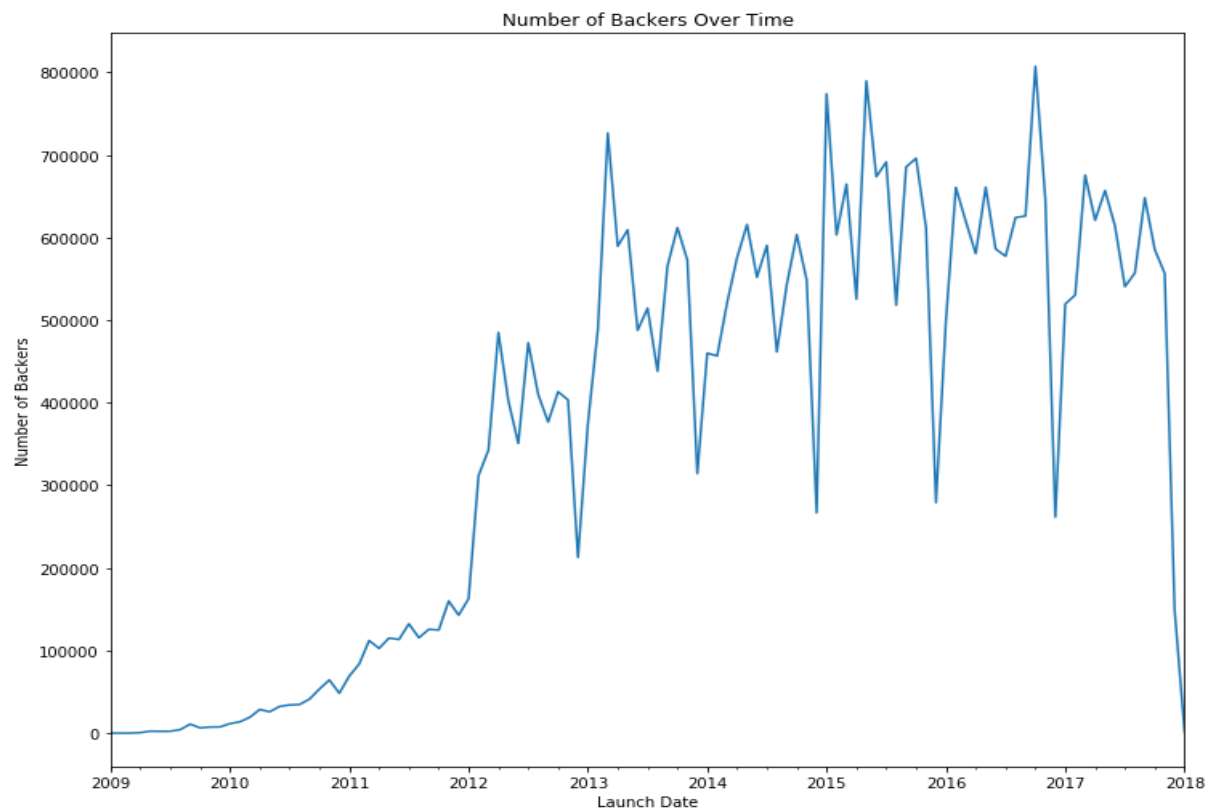
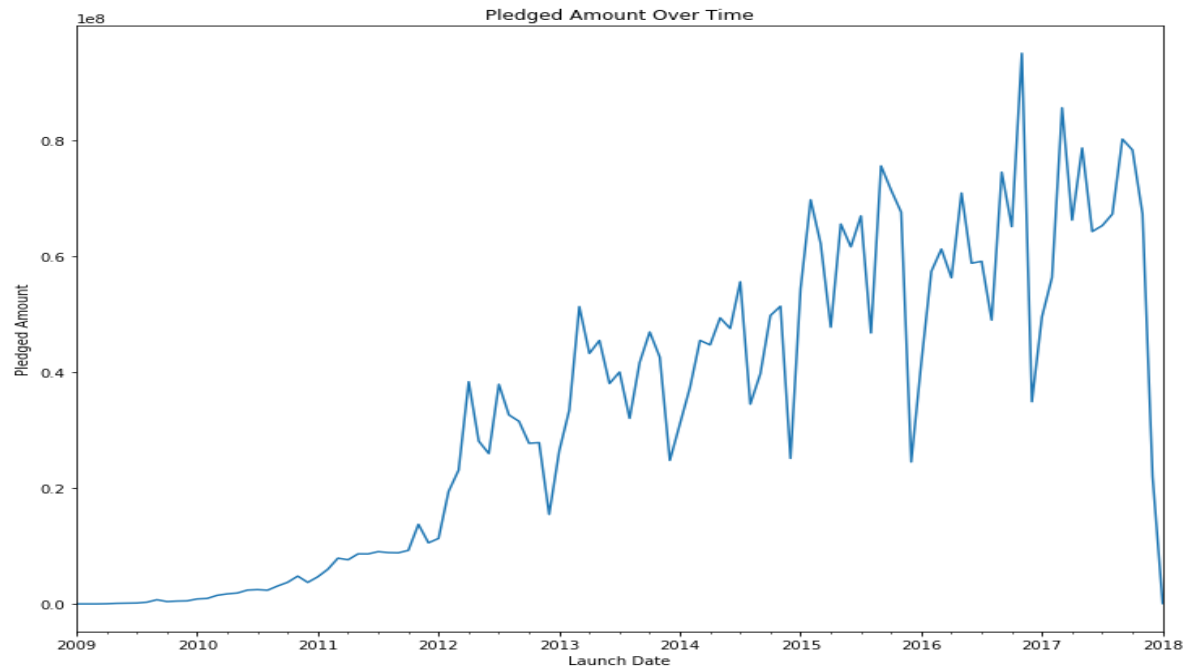
Q: What are the overall trend of # of backers for each main category.

A: Game and Design category contains several projects that has extremely large number of backers while majority of the projects in other categories has less than 25K backers. Film & Video has the most number of projects, however, only few project gets large number of backers to support. Technology category had several projects that attracted a significant amount of backers. People are generally interested in Game, Design and Technology projects.



Q: How does people's behavior on pledge vary monthly?

A: The total pledged amount drops to the lowest point towards the end of every year since 2012. Usually end of year is the holiday season where people will spend most of their money on buying gifts for family members and friends. They are less likely to putting money during that time frame. Then when new year comes, people start to invest in those projects again as many of those people probably get their annual bonus. As time progresses, there is typically another drop in the middle of the year where families spend money on the summer vacation for kids. The pledged amount usually reaches the peak right after new year or second half of the year before the holiday starts. This observation can also be seen from the Number of Backers over time plot. It shows very similar pattern as the pledged amount. A logical follow up question will be : Is the seasonality play a big factor in people's pledge behavior?



Some other interesting questions can be considered here:

1. What is the success or failure rate on a monthly basis?
2. What is the success or failure rate of each category?
3. How does the launch date affect the success rate of project?