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

Outcomes Based on Category, Filtered by Country: (All)

Categories: film & video, food, games, journalism, music, photography, publishing, technology, theater

Legend: canceled, failed, live, successful
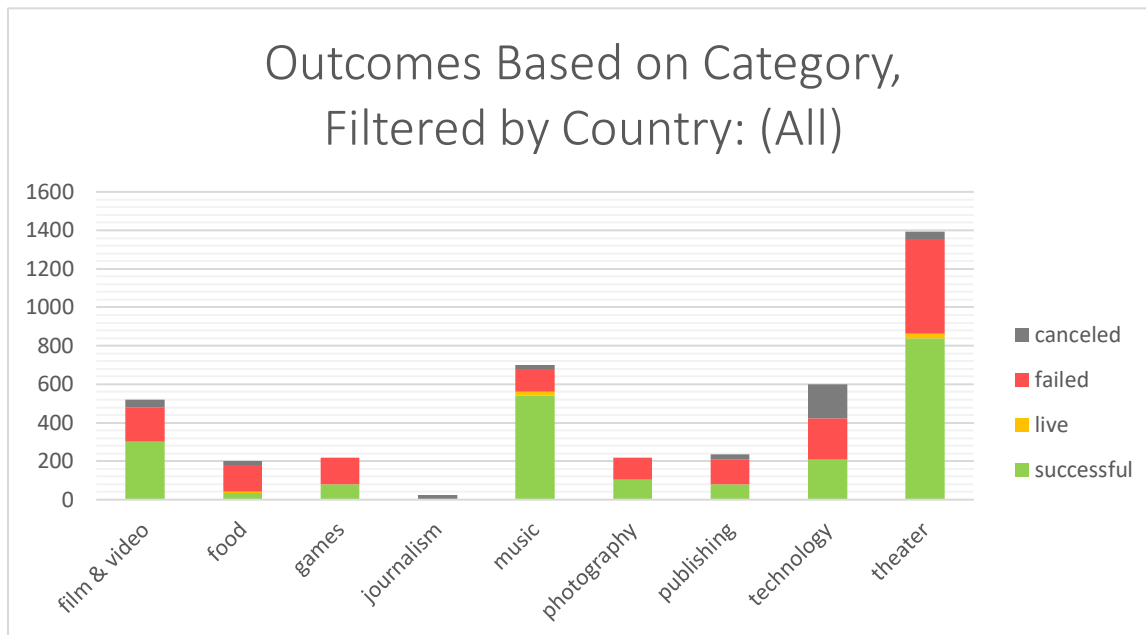
1.1 CONCLUSION:

In the data of 4000 past Kickstarter projects, theater is the category with largest number (1393) of projects, whereas journalism is the one with the least number (24) of projects. Also, journalism is the only category that has a 100% rate of the canceled project (24 out of 24 projects)

Outcomes Based on Sub-Category,
Filtered by Country: (All) & Category: (All)
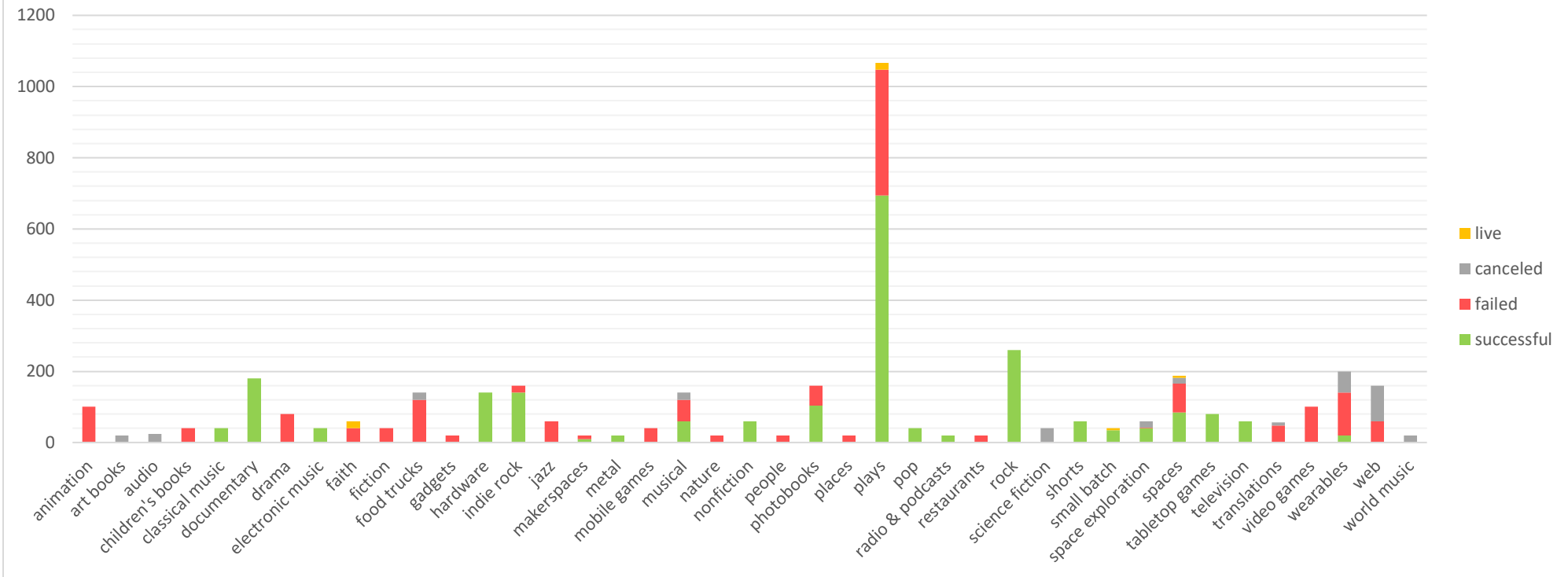
1.2 CONCLUSION:

Among subcategories of Kickstarter projects, there are several categories such as

classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio

& podcasts, rock, shorts, tabletop, and television have the 100% successful rate.

On the other hand, animation, children's books, people, places, restaurant, and video

games are subcategories that have the 100% failure rate

Outcomes Based on Date Created Conversion, Filtered by Category: (All) & Year: (All)
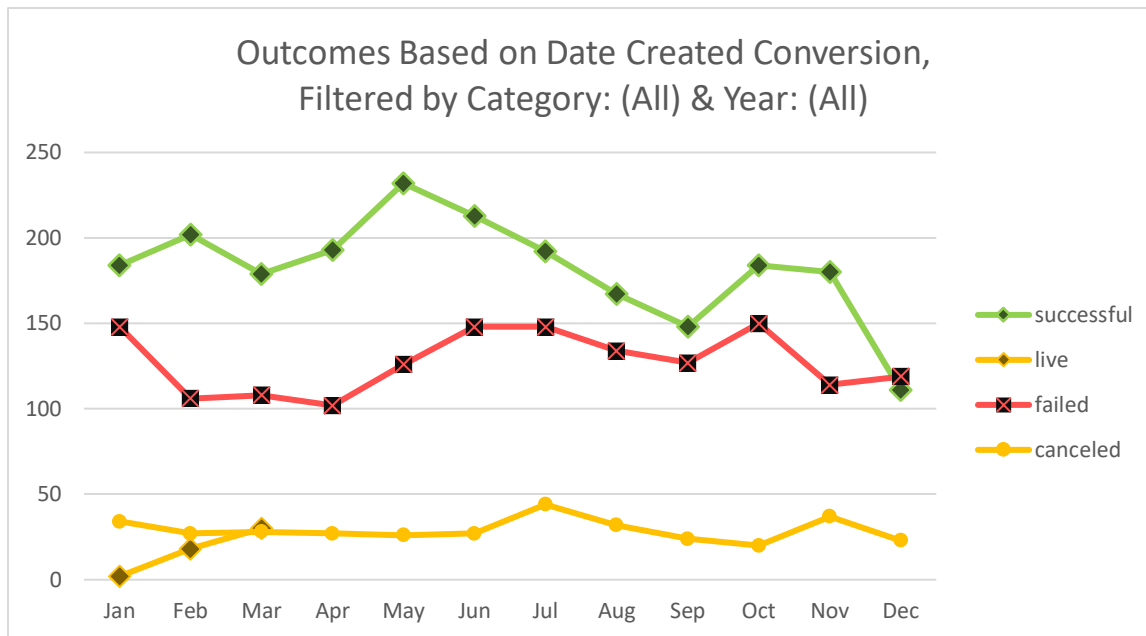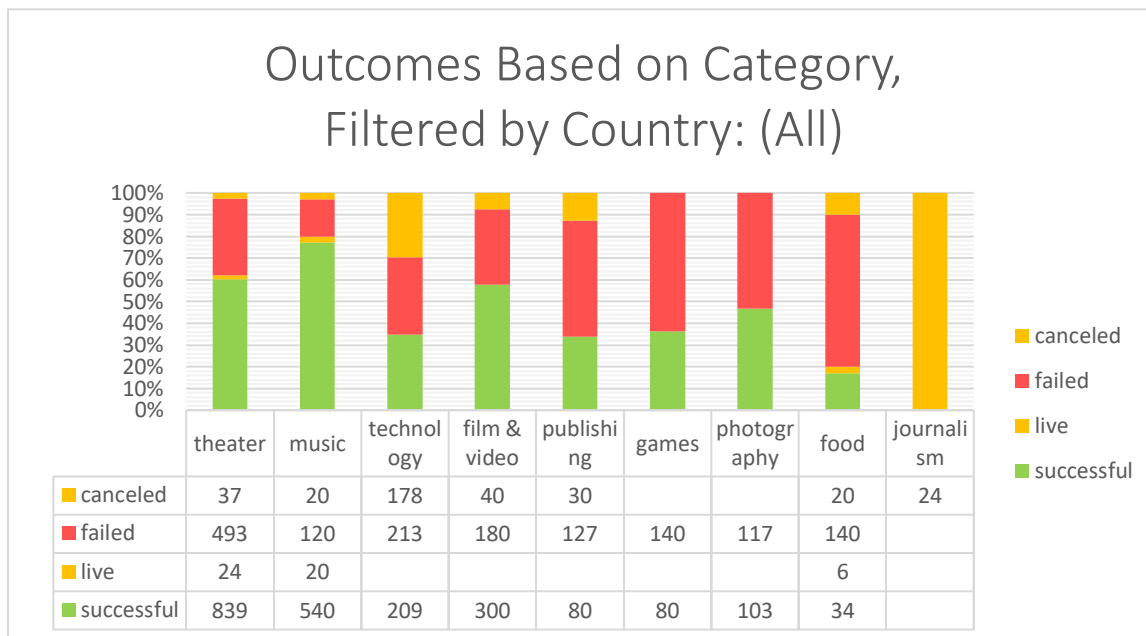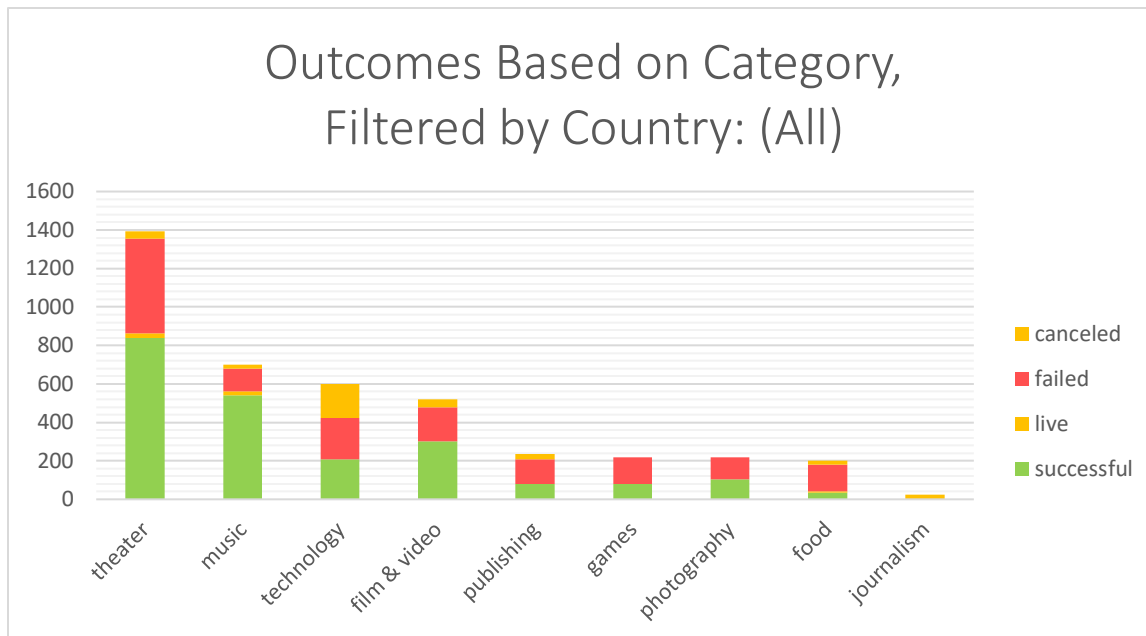
1.3 CONCLUSION:

By looking at the chart on the left, May is the month has the greatest number of successful projects. However, after this month, the number of successful projects also start decreasing dramatically until September.

2. What are some limitations of this dataset?

In my opinion, the size of this dataset and the randomness of the data are some of the limitations. Because to come up with reliable conclusions for this quite large dataset (300,000 project), 4000 project is not big enough due to its lack of variability. To avoid the significance sampling bias, we should not pick the 4000 last projects as sample data to analyze and try to come up with the conclusion for the entire projects of Kickstarter.
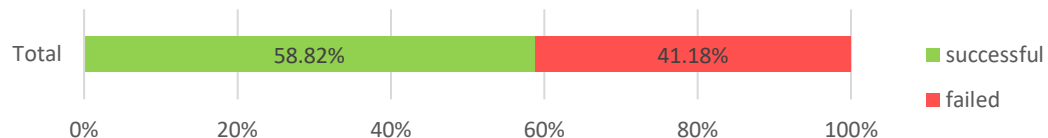
3. What are some other possible tables and/or graphs that we could create?

Outcomes Based on Category, Filtered by Country: (All)

Legend: canceled, failed, live, successful

Outcomes Based on Category, Filtered by Country: (All)

Legend: canceled, failed, live, successful

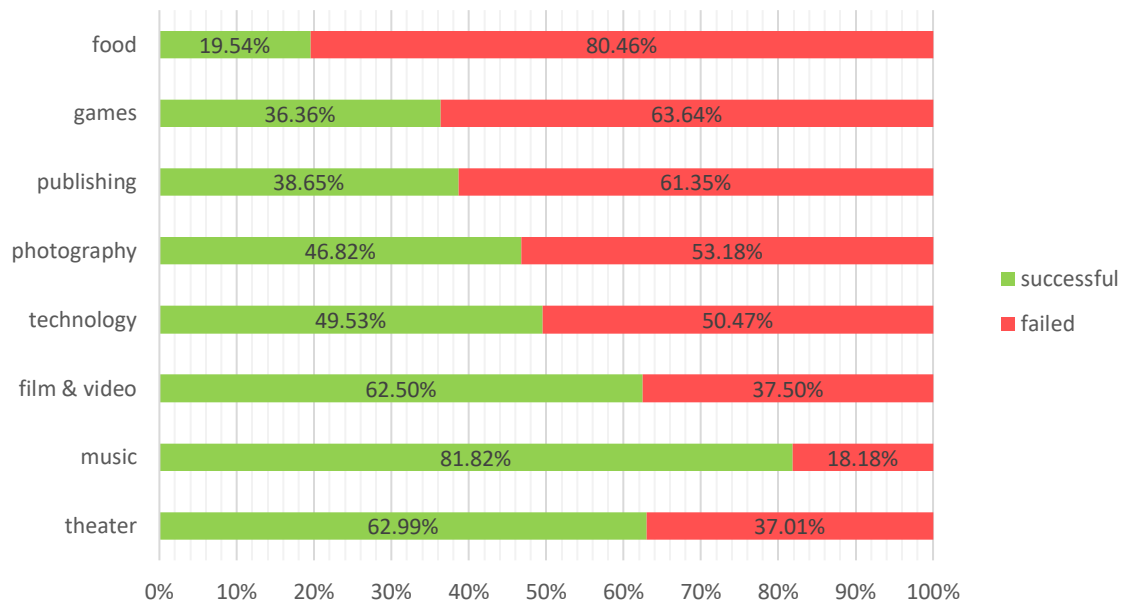|	theater	music	technology	film & video	publishing	games	photography	food	journalism
canceled	37	20	178	40	30			20	24
failed	493	120	213	180	127	140	117	140	
live	24	20						6	
successful	839	540	209	300	80	80	103	34	

3.1 CONCLUSION:

In the data of 4000 past Kickstarter projects, theater is the category with largest number (1393) of projects, whereas journalism is the one with the least number (24) of projects. Also, journalism is the only category that has a 100% rate of the canceled project (24 out of 24 projects)
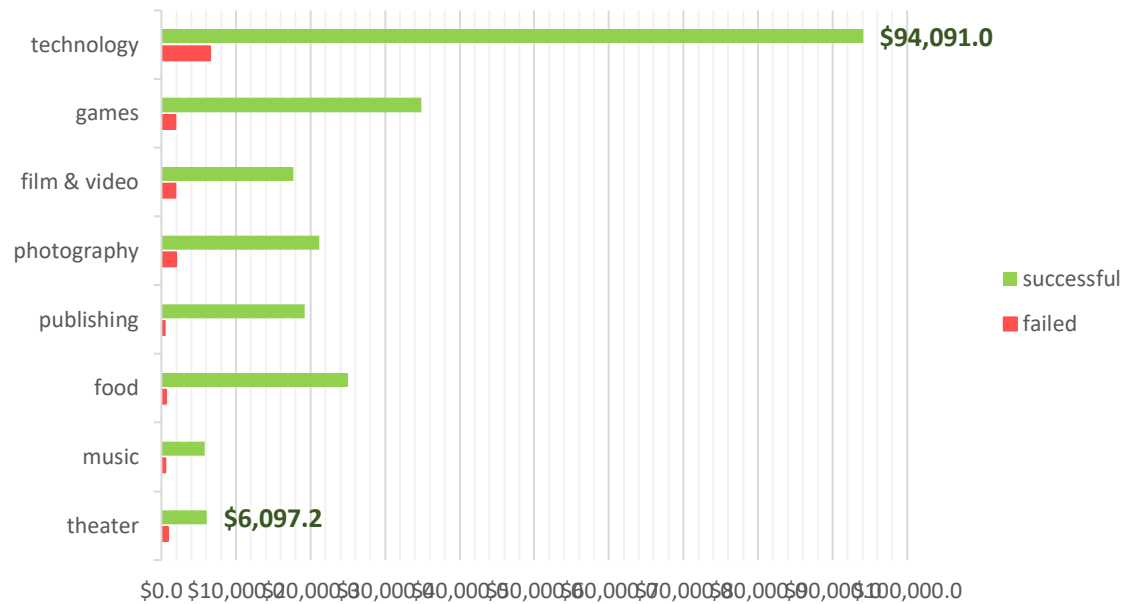
SUCCESSFUL V.S FAILED

Total	successful 58.82%	failed 41.18%

0% 20% 40% 60% 80% 100%

■ successful
■ failed

SUCCESSFUL V.S FAILED BY CATEGORY

Category	successful	failed
food	19.54%	80.46%
games	36.36%	63.64%
publishing	38.65%	61.35%
photography	46.82%	53.18%
technology	49.53%	50.47%
film & video	62.50%	37.50%
music	81.82%	18.18%
theater	62.99%	37.01%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
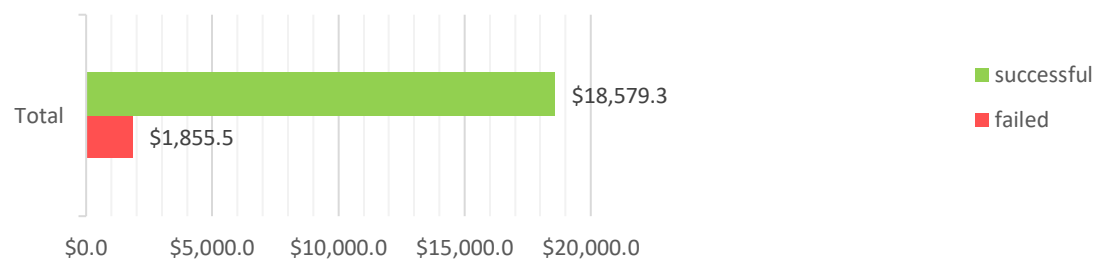
■ successful
■ failed

3.2 CONCLUSION:

Around 59% of Kickstarter projects successfully meet their funding goal, but the rates are various across the categories. Music (81.82%), theater (62.99%) and film/video (62.50%) are the top 3 categories that exceed the average success rate, while food category (19.54%) lags far behind it.

Average $ Rased by Category

technology — **$94,091.0**
games
film & video
photography
publishing
food
music
theater — **$6,097.2**

successful
failed

$0.0 $10,000.0 $20,000.0 $30,000.0 $40,000.0 $50,000.0 $60,000.0 $70,000.0 $80,000.0 $90,000.0 $100,000.0

Average $ Rased by Project State

Total — $18,579.3
$1,855.5

successful
failed

$0.0 $5,000.0 $10,000.0 $15,000.0 $20,000.0

3.3 CONCLUSION:

Across all the categories, the average successfully funded project raised about ten times the amount of the average failed project. ($18,579.3 to $1,855.5)

Technology and gaming tend to be the hottest category to be successful. The average successful technology project raised about $94k compared to the $6k average theater raised