

# Kickstarter





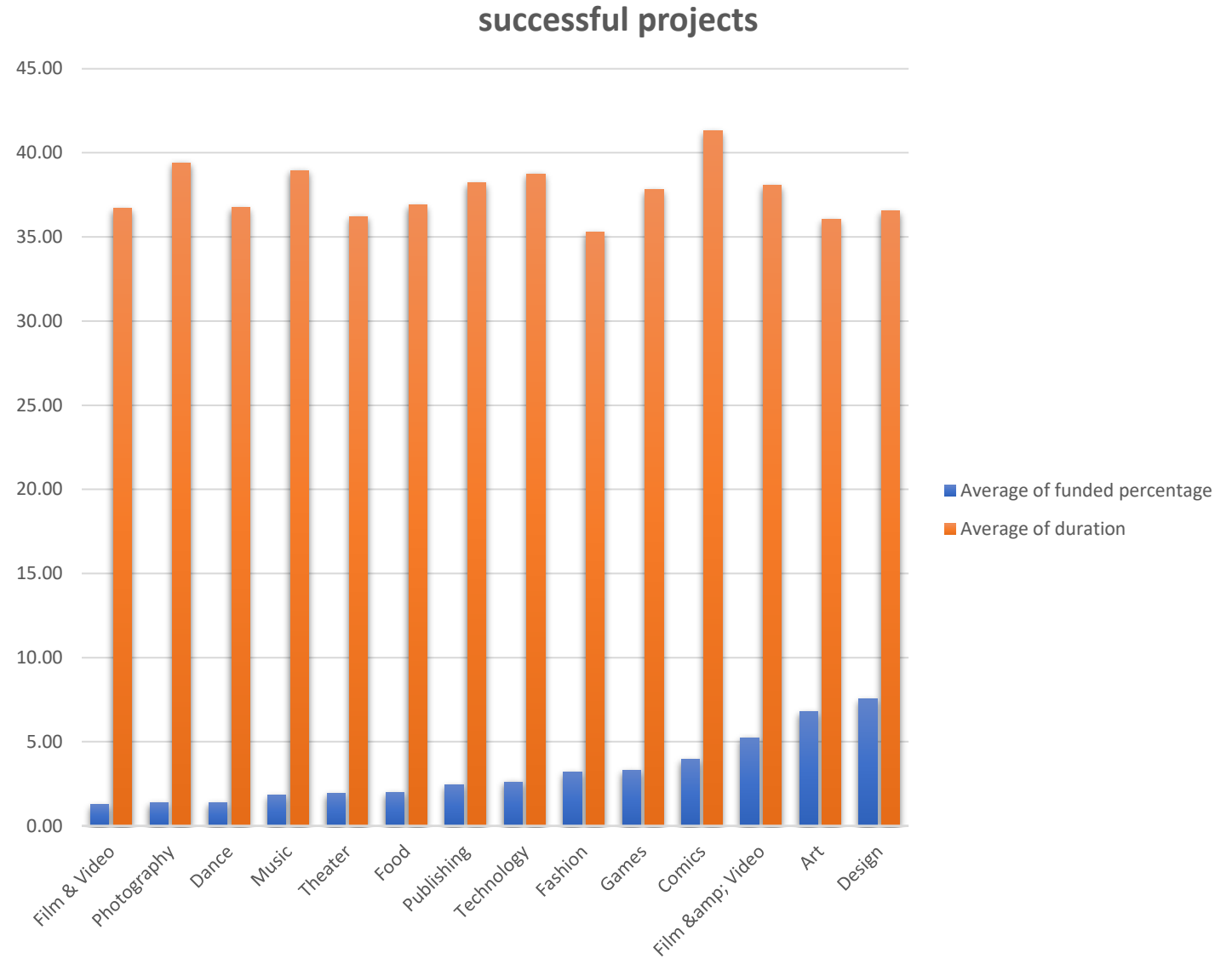
# Kickstarter

---

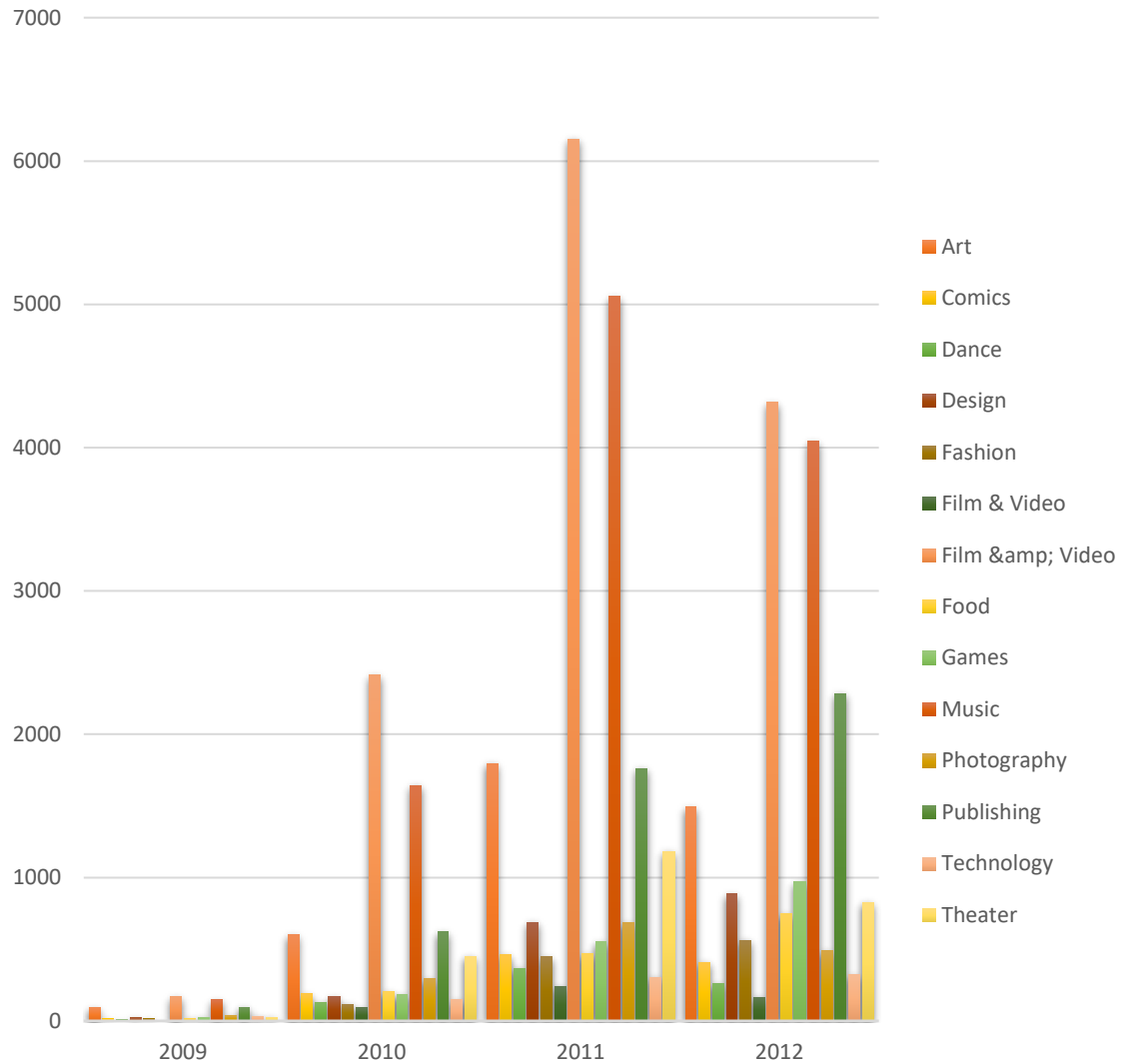
Kickstarter is a global crowdfunding platform for creative projects, and the purpose of the project is to understand the investors behaviour and estimate the success rate of the project through data, I made a table to see which project is most successful and maintains its continuity.

## Successful projects

from the analyzing we can see the most project category has a big funded percentage is the design and then Art, so it is good choice to go with one of them because it have more than 500% of fund.



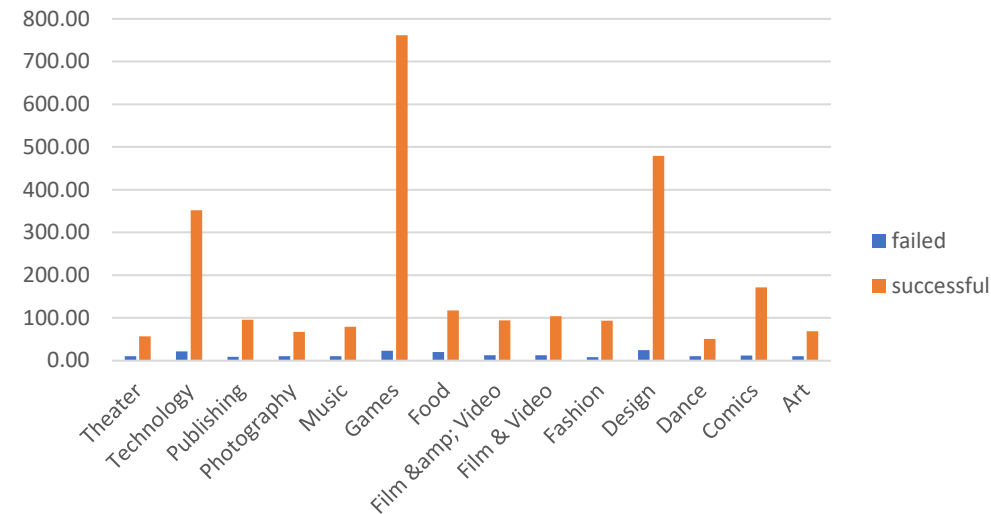
project category over the years



Projects over the year



But we can see also from this chart  
“family and amp and game” not change  
through the 4 years it is safe to go also  
with type of project with little risk .



Average of backers	Column Labels			successful and failed Average
Row Labels	failed	successful	Grand Total	
Theater	10.52	56.94	43.32	18.48171308
Technology	21.72	351.95	151.65	6.171572466
Publishing	9.07	95.94	44.00	9.452130343
Photography	10.00	67.16	36.63	14.89046362
Music	10.32	79.38	56.97	13.00207771
Games	22.81	761.73	342.17	2.994248643
Food	19.94	117.24	69.08	17.00596061
Film & Video	12.40	94.15	54.01	13.16849627
Film & Video	12.64	103.68	61.76	12.19376953
Fashion	8.25	93.01	36.14	8.870791863
Design	24.20	479.27	235.85	5.049610564
Dance	10.34	50.50	40.27	20.46496035
Comics	12.06	171.37	97.90	7.036676044
Art	10.54	68.47	43.59	15.39726159
Grand Total	12.56417155	119.4549381	71.07194193	

## Failed projects

We can walk away from the projects that constitute a loss like Dane , Theater and Food