**Report on the Kickstarter Campaign**

1.Total pledges: $46173741.66

2. Total backers:463246

Funding on kickstarter is all -or-nothing in more ways than one. Figures of Total pledges and Total backers gives an overall idea of the massive crowdfunding service.

In general, the Dataset contained more successful campaigns in comparison to failed projects. Successful campaigns had lower funding goals and higher number of backers than failed projects.

**Conclusions:**

1.Most of the Campaigns which are related to entertainment category like film & video, music, plays and theatre turned out to be successful.

2.Decision making process can be initiated basing on the columns Percent Funded

and Average Donation.

3.During the months of April to May there was an increase in success rate and failed rate of the campaigns. Throughout the year canceled campaigns were consistent

**Limitations**

1. Source of contribution is missing. A column mentioning if the payment is done online or cheque with contact information would have been helpful.
2. Location was another missing feature. It is interested to see whether certain locations performed better than the rest.
3. Lack of strong indicators which can differentiate successful and failed campaigns.
4. Need to eliminate and drop campaigns with status of suspended or canceled and live. These drops can reduce the number of campaigns in the Dataset.

**Possible tables or graphs**

1. Linear Regression a method which finds a target variable by fitting the best linear relationship between the dependent and independent variable.
2. Scatter Plot between success rates and project duration in days (difference between project launch and end date) will give information about the trend of increase or decrease in success rate with the time.
3. A boxplot can also be used as a standardized way of displaying the dataset based on, minimum, maximum, median, first quartile and third quartile.