**Report**

**The conclusions:**

Around 53.11% of the campaigns had successful outcome while 37.19% of it failed. The campaigns related to theater and music were the most successful with 60.22% and 77.14% success rate, respectively. Film and video with almost 58% success rate tell us that it is safe to assume that people invested more on entertainment than any other category of the campaigns. The success rate of food campaigns was only 17%, one of the lowest success rates. Second was publishing with only 33.75% success rate.

Even though pledges were mostly made on entertainments, it is crucial to look at the subcategories or the varieties of the it. For example, music was one of the successful campaigns but genres like jazz, world music failed miserably or got canceled. Likewise, tabletop games had 100% success rate even though the overall game category did not have that kind of success rate.

Through out the sample period, the success rate declined towards the end of the year to the point of intersecting with the failed rate and since there is a pick during early summer, it might be helpful to consider the time of the year before starting a campaign.

**The limitations:**

Like with any other marketing research, the dataset cannot give us a perfect result. The results were based on a selected number of campaigns over a certain period during which the market trend may be different from what it is today.

**The possibilities:**

Table with the state of the campaign with date ended conversion might be useful to understand why the campaigns failed towards the end of a year. Another possible table would be of average donations to see what category of the campaign appeals to the backers.

**Statistical Analysis:**

If we look at the number of backers as a unit of measurement, then the data in the statistical analysis does present it in a meaningful way. The average number of backers of successful outcome (194.46) is higher than the average number of backers of unsuccessful outcome (17.71). Though this might be the case of outliers, the project is still likely to have successful outcome if the number of backers is large with few exceptional cases.

There is more variability with successful campaigns. Here the outcomes are based on the number of backers. Sometimes the goal is reached with just few backers and sometimes many backers is needed. If one campaign was successful with 10 backers, it may not be the case for another one. So, it makes sense to have variability with such data that is diverged.