# Report on Kickstarter Campaigns

## Three conclusions that can be drawn from the dataset are

1. From the category pivot table, theater category has the highest number of projects which indicates that more number of people are interested to create projects in this category. However music category has the highest success rate which indicates that pledgers are more interested in projects in music category
2. The launch date table gives us a good idea in terms of when is the best time to start a campaign as well what should be the ideal duration of campaign. Looking at the data set, end of the year is not a good time for the campaigns. Especially December month has the lowest of projects started, even the success rate is lower.
3. Looking at the goal ranges for all the projects, the trend is very clear that the success rate of the campaign is inversely proportional to the increase in goal amount except one anamoly from 35000 to 44999 range. These two ranges shows increase in the success rate, the reason for that is not clear from the data. Further analysis is needed before further conclusion can be drawn on this anamoly.

## Some limitations for this dataset are

1. Not enough data available to analyze each donor pledge amount to see how the campaigns are being funded interms of whether its funded in large amounts or small amounts
2. Currency conversion information is missing, this is necessary for accurate analysis of campaigns based on the goal range
3. No further information is available to see why certain categories are more successful than the others. Only insights that can be drawn are, which categories are successful and which have the highest projects

## Other possible tables/graphs are

1. Table for analyzing the success/failure rate based on country and category
2. Analysis of number of backers vs the goal amount vs the success rate – pivot table
3. Analysis of the campaign duration and the success rate based on the duration
4. Percentage of success/failure rate for each category and sub-category