**Kickstarter Campaign Report**

The overall analysis objective and scope are as follows:

The primary objective of this analysis is to learn which campaign was the most successful and which one failed the most.

Understand the timeline of the campaigns to see if there is any connection.

**Three conclusions**

1. According to the analysis we can conclude that the most successful campaigns are “music” with 77% rate of success and “theater” with 60% rate of success. However, we have to keep in mind that the amount of launched campaigns for both categories were different. 700 campaigns in music and 1393 in theater.
2. Deeper analysis shows that classical music, electronic music, metal, pop and rock have 100% success rate, when faith, world music and Jazz have 0% of success.
3. Analysis shows that May is the best month to launch the campaign as it ahs the biggest rate of success. June and August, however, have the biggest rate of failures and cancellations.

**Bonus Conclusions**

1. Journalism campaign was a total failure.
2. The most successful campaigns were the one which goals have been set to 1000 to 5000.

**Limitations**

One of the limitations of the dataset is whether or not the campaign was not successful after it was launched. Because a lot of kickstarters issues do not guarantee success in a long run.

You want the basic answers: “Did the deliver on time?”. ”Did the deliver at all?”

A screenshot of a cell phone

Description automatically generated

**Additional tables & graphs**

I have created another Pivot Tables in the “Additional Analysis” Tab that helped me to look closer at the data. With that I was able to sort the data by category/sub-category/country/success rate at the same Pivot Table.

I have also created an additional pivot table in “Additional Analysis for Countries” tab to see which country has a greater success, as it turned out USA ran the most successful companies, 77% rate of success to be exact.

I would’ve added additional information for the countries (ex: to add States to make a deeper analysis throughout USA and see which state is the most successful for a specific campaign. Have we had that information, our further prognosis could’ve been more accurate)

**Summary**

If we launch more campaigns in music specifically classical music, electronic music, metal, pop and rock somewhere in May we have a better chance to run a successful campaign. Also, the results show USA have a greater advantage in that matter.