# **Kickstarter Campaigns Report**

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**Excel Report for analysis**

**The report includes:**

* Category Pivot Table and charts
* Stacked Pivot Table and charts
* State Pivot Table and charts
* Goal Pivot Table and charts
* More Charts for additional analysis

**Findings**

1. Successful percentage is 53% while failed campaigns percentage is 37%.
2. Theater were marked as the most successful and failed campaigns as well while technology campaigns had the highest cancellation number of 178.
3. Film, Music, Technology and theater had the longest campaign days reached 90 days in some campaigns.

**Limitations of database**

1. Could not find any reason for the campaign statues (no failed or success reasons).
2. No criteria found from whom performed the campaign (age, location, etc…).
3. I did find the project goals and the project achievements although I did find the net cost so we can calculate the net revenue.
4. We found big difference in the campaign’s duration with no predefined reason.

**Recommendations**

1. Should add a reason cell for the status of each project or campaign afterwards.
2. Should determine the participant criteria based on the campaign target segment.
3. Needs to add the cost of each project after wards.
4. Need to set criteria for the project or campaign time frame.

**Conclusion**

1. Based on overall numbers, the project overall achieved only 16% of the required goals, so we can mark it overall as fail.
2. Based on Pareto Chart, we need to work the below highlighted failed projects in order to turn the project into a successful project.

