**Kickstarter Campaign Analysis**

**Summary Report**

**Three Conclusions Found of Campaigns 2009-2017 Data Analysis?**

1. Initial data analysed of Kickstarter Campaigns during 2009 to 2017 show a higher percentage of successful campaigns based on the level of pledges received yet under further analysis:
   1. There is an 82% difference in funding of successful campaigns in relation to the failed campaigns with only a 16% difference in the quantity of campaigns initiated.
   2. Data does show that other factors may have affected the ‘success’ to ‘fail’ ratio of 436:306 that would require extrapolated data of subcategories to identify the reason of campaign failures that reduced the overall category percentage.
2. There was an 1149% increase in pledges during the years 2012 -2014 in comparison of the years 2009-2011 across all categories with a sharp decrease to only 52% difference in funding during the years of 2015 -2017 in comparison of the years 2012-2014.
3. The overall performance of campaigns between the years 2009-2017 reveals that the Theatre, Music, and Film Video categories produced the highest funding with successful results favourable in comparison with combined failed or cancelled campaigns of the other categories.

**Limitations of Dataset?**

1. The contributing factors as to “why” the successful campaigns received more funding while there is a narrow ratio in the number of success to failed campaigns conducted is not included in the data set provided.

**What are some other possible tables and/or graphs that we could create?**

Additional line graphs and bar charts have been included in my data analysis to reflect a clear understanding of where funds have been most utilized:

Line Graph – shows fluctuations in funding across categories per year

Bar Chart - average funding per state during each campaign per year

Pie Chart - funded campaigns success to fail ratio