**Unit 1 | Assignment - KickStart Report**

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* I focused a lot on analyzing the statistics of successful and failed projects because I was interested in discovering any trend or strong indicators that will differentiate successful and failed project. Overall, the dataset contained more successful projects (53%) in comparison to failed projects (37%).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | successful | live | failed | canceled | Grand Total |
| Count of state | 2185 | 50 | 1530 | 349 | 4114 |
| percentage | 53% | 1% | 37% | 8% |  |

* Successful projects have shorter durations, lower funding goals and higher number of backers than failed projects.

* I analyzed project success rate according to each category. Music, Theater and film & video seems to achieve 77%, 60%, and 58% respectively which is greater than the average success rate of all project (53%). Food, Journalism performed the worst with success rates of 17% and 0% respectively.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **successful** | **successful percentage** | **live** | **failed** | **failed percentage** | **canceled** | **Total project** |
| theater | 839 | 60% | 24 | 493 | 35% | 37 | 1393 |
| technology | 209 | 35% |  | 213 | 36% | 178 | 600 |
| publishing | 80 | 34% |  | 127 | 54% | 30 | 237 |
| photography | 103 | 47% |  | 117 | 53% |  | 220 |
| music | 540 | 77% | 20 | 120 | 17% | 20 | 700 |
| journalism |  | 0% |  |  | 0% | 24 | 24 |
| games | 80 | 36% |  | 140 | 64% |  | 220 |
| food | 34 | 17% | 6 | 140 | 70% | 20 | 200 |
| film & video | 300 | 58% |  | 180 | 35% | 40 | 520 |
|  |  |  |  |  |  |  | **4114** |

**What are some of the limitations of this dataset?**

* One limitation of this model is, that the success rate dropped over the last two years, while project goals became bigger.
* The second is again an inverse proportionality between project goal and relative amount pleged per backer. Basically, this means that the absolute amount that is pledged per backer is a relatively fixed quantity. Bigger projects need to find more backers that each contribute the same amount as they would for a smaller project.

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

* Table of Project duration average between lunched date and deadline.
* World map graph of countries where projects were launched.
* Success and Failed projects in each state in the united State or Success percentage per state.
* Projects goals Average vs State