Kickstarter Campaign Analysis

Analysis 1:

Based on the provided data for the Kickstarter Campaign of 4000 projects, I have created “Percent Funded” and Average Donation” column of “O and P”. The “Category and Sub-Category” column has been splitted for the analysis and provided the results as “Parent Category and Sub-Category” in column “Q and R”.

Please find the below Stacked Column Chart for the Category Analysis representation:

**Analysis 2:**

Also, I have made an analysis of Sub-Category for which the successful outcome is high and based on the results it shows, that Sub-Category “Classical Music, Documentary, Electronic Music, Hardware, Metal, Nonfiction, Pop, Radio & Podcasts, Rock, Shorts and Television” are 100% successful outcome. And also represents the highest successful outcome Sub Categories.

Please find the below stacked Column Chart for the Sub-Category Analysis representation:

**Analysis 3:**

The Analysis is based on the year and outcomes. May has the highest successful outcome of 243, following by June successful outcome of 211 and Feb successful outcome of 202. Based on the Line chart analysis it shows the campaign has high successful during the first half year, while compared to second half.

Please fine the below Line Graph Analysis representation of month and year outcomes:

**The “Bonus” Analysis:**

Based on the provided data I have created a Line chart analysis for the goal range and the outcomes. The goal range of “1000 to 4999” has the highest number of successful outcomes of 932 and of 66%. The goal range of Less than 1000 has the successful number of 322 and 71%.

The goal range of 40000 to 44999 has the optimal successful number of 21 and 49%.

Please find the below Line Graph Analysis representation of Goal range and outcomes:

2. Limitations:

The Analysis of the Kickstarter campaign is evaluating the success outcomes based on the provided data. But there may be additional information that could influence the outcomesof the campaign based on.

Lack of Backers Information.

Details of Geographic Location

Spot light information

Length of words can be used for blurb.

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

Based on the provided data of Date created and Date launched. I have created the Analysis for the “Duration of campaign” and their “outcomes”. The range of “30 to 40” days has the highest number of success of 1131. The range of 20 to 30 has the success of 1104.

Please find the below Column chart for the Duration of the campaign: