**KICKSTARTER DATA CONCLUSIONS**

Three key pointers from the analysis:-

1. Campaigns from the theater , music and ‘film&video’ category had the maximum number of successful campaigns. Furthermore breaking them down into sub-categories the sub-category that outperformed all others to generate 694 successful campaigns was ‘plays’ , followed by ‘ rock’ at 200 successful campaigns and ‘documentary’ at 150 successful campaigns.The demographics according to the country plays a huge role in the performance of the campaign for example , heavy preference for rock music is found in the USA alone whereas Australia has preference for pop music.

1. The category of journalism had no successful campaigns but 23 canceled campaigns alone. Technology as a category had 138 failed campaigns and 121 cancelled while it generated 158 successful campaigns in all , also the highest number of failed campaigns belonged to theater at 349 but music on the other hand had a good ratio of 490 successful to 110 failed campaigns. A few sub-categories like classical music , documentary, electronic ,hardware ,metal, non-fiction , pop, rock, radio , shorts , tabletop games , television had a 100% successful campaigns with no failures or cancellations.
2. Overall there were more successful campaigns between 111 and 234 in the timeline of campaigns compared to failed and cancelled campaigns and the number of successful campaigns peaked between the months of April and May at 234 and were the lowest at 111 in December.

Some limitations of the dataset are that it does not give away the variables contributing to

raising the pledged financial goal successfully which can give an in-depth insight of key points that determine and support a successful campaign for a category.

Also the dataset does not give factors like gender based backing to projects, the dynamics of social media and its impact on a campaign etc to help analyze its variable importance on the whole.

A scatterplot to show the correlation between gender diversity in the campaigns would be a good indicator to uncover trends , also a pie chart to show percentages of successful campaigns by each category and in which demographic would be suitable and a histogram for showing the duration of a campaign from inception to success , failure or cancellation would give information on how time management can impact the campaign .