Kickstarter Campaign Analysis:

**Conclusions** drawn from the provided data:

1. The provided data helps to identify the most significant categories that can benefit future funding of Kickstarter eg, Theatre category shows max number of successfully completed campaigns, however the **Music category** demonstrates the highest percentage of completed campaigns. Hence to gather enough funding in future, projects from Music category should be given first preference and then Theatre based projects can also lead the funds.

Whereas projects from the category of Journalism shows the most failed campaigns, hence for future funding process this category should be reconsidered.

1. The month of May shows the highest pledged amount,(though reasons are not specified).Hence for future funding this time period of the year should be given preference for campaigns.
2. Data calculated like Percentage funding, Average Donation and STARTUP/ ENDUP date also provide analysis about the outcome of each project and help to predict ….

**Limitations:**

* As we seen in the Pivot for “Date Creation vs State of a project” the month of May shows the highest pledged amount, but enough reason or data is not specified in the spreadsheet to support this analysis.
* The provided data lacks to explain, as to what is the relevance of columns like” staff\_picks, spotlight” in the analysis of this campaign?

**Possible tables/graphs**

Analysis can also be derived by creating a pivot for backers vs category and country.