# **Kickstarter projects analysis**

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

1. Projects related to category: Theater have the highest no of success and more than 50% of the total theater projects are successful.
2. The top 3 categories with most projects are related to music and film projects with Theater being the top and music and Film & video the next top categories. By drilling down to sub categories we can see Films having the highest and all projects in “Art books, Audio and Science & Fiction” are all canceled.
3. Goals with less than $1000 have the highest % of successful projects and more than $50000 have the highest % of failed projects. There is a decline in the % of successful projects as the goal $ increases.

What are some of the limitations of this dataset?

1. We don’t have reasons behind the state, mainly failures and cancellations.
2. We don’t have data or information about backers and their donations to see if it’s from individual or group backers.
3. Also, information on projects if they are from individual contributors or group contributors.

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

1. A graph to see the relation of the no.of days a project has run vs the state of the projects.
2. Does staff pick or spotlight have an impact on the % of successful projects?
3. Is there a pattern in the projects state based on the categories.