# Report Kickstarter

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* The country, the category and the sub-category in which we launch the project are fundamental if we want to have a higher successful rate with the fundraising. The number of successful projects were launched in:

Top 3 countries: US, GB, CA

Top 3 categories: Theater, Music, Film &Video

Top 3 sub-categories: Plays, Rock, Documentary

* In general, the first half of the year is better to launch a project with more successful projects than for the second half of the year. However, it is important to know that it has some exceptions according to the category in which we launch the fundraising and that there are more launched projects in the first 6 months.
* In some categories and sub-categories there are only success projects. These might be interesting to explore as they almost guarantee a success fundraising. (e.g. rock, documentaries, hardware)

1. What are some limitations of this dataset?

- For some categories and sub - categories we have a small sample of data which could give a wrong conclusion.

- We don’t take account of possible outliners that could affect the summary per category, sub-category and over time.

- For some category we probably miss data, or there are only failed or cancelled data. There could be some anomalies linked to the extraction of the data.

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

- It could be interesting to see if there is a correlation between the amount of money needed and the success of the fundraising.

- It would be interesting to know the proportion of each state for each category, sub-category and year.

- It could be interesting to know if the duration of the fundraising affects the success of the project