**KICKSTARTER ANALYSIS**

1.Observation from *Outcome by Category:*

Outcome by category visualization shows that success rate varies across categories.

Below are observations from above chart.

* Music has a high success rate overall.
* Theater is the largest category in Kickstarter campaigns
* Journalism, food, games, and publishing have low rates of success.
* Journalism is the only category where almost all campaigns are cancelled.

2. Observations from *Outcome by Sub-Category* :

The next chart shows more detailed sub-categorical level of campaign outcomes. Glance at the below plot reveals below observations.

* Documentary, hardware, and rock have very high campaign numbers and low failure rate.
* Plays ranked the best compared to other campaigns.
* Animation, video games and food trucks are almost at 100% failure.

3. Observation from *State by Date-created* plot:

Observations from below plot shows that success, failure, live and cancellation rates vary across the year.

* Success rates are pretty high across all campaigns in May, June & July.
* Failure and Live trends are going hand in hand except for first quarter also Failure rates are less in February & April.
* Cancellation rates are almost evenly distributed except for in July which is at highest peak followed by November.

4. Below are few limitations that has been observed from Kickstarter dataset:

* No data available past March 2017.
* No information on individual backer pledge amounts for accurate analysis.
* Data sample size is limited to observe the trends.

5. Possible tables and/or graphs that we could create for further Analysis:

* A plot showing campaign success probability (successful ÷ (failures + cancellations)) for category, subcategory, and launch date
* Graphs can be altered to depict the funded amount of goal, rather than just whether it was successful, failed, or cancelled.
* A plot to launch a campaign for the highest chance of success for winners with the best category, subcategory at a particular time of year.

6. Observation from *Goal Summary* plot:

* Success rate declines with increasing funding goal amount.
* Cancellation and Failure rates increase along with raise in goal amount.
* $40,000-$50,000 range goals will give higher success rates than every other goal above $1000.

6. Statistical summary Analysis for Kickstarter dataset:

* Mean & Median may not be at the best to look at center of current data set as samples of backers-count are strongly skewed.
* Variance in dataset is pretty high with successful backers compared to failed and so is the distribution between the variables.

\*Notes:

1. Need clarification for Statistical summary variance cells (using formulas and pivot) & Median cell in Pivot.
2. For highlighted cells in Goal-Summary sheet.