**DATA ANALYSIS BASED ON KICKSTARTER CAMPAIGNS**

Analyzed the Kickstarter campaigns data to find out the success, failure and cancellation rate and used pivot table for the analysis and visualization.

Out of 4000 campaigns, 53.1% was successful, 37.1% was failure, 8.4 % was cancelled and 1.2% were still live. From this data we could conclude that a Kickstarter campaign have a better probability of being successful.

The percentage of success depend upon the goal. When the goal was less than 1000, then the Kickstarter would have highest success rate. It’s easier to get donations when goal is set to a low amount.

Then analyzed different categories and sub-categories. Music was the category which have highest success rate, 77.1% of music campaigns were successful. Théâtre and film & video also have better success rate. The failed categories were food, games, photography, publishing.

The sub-categories which are 100% successful consist of music, hardware, metal, nonfiction, pop, radio podcasts, rock, shorts, tabletop games and television. The sub-categories which are 100% failed consist of Animation, children’s book, drama, fiction, gadgets, jazz, mobile games, nature, people, places, restaurants and video games.

Success rate was high during the month of May and low during December. The cancellation rate was high during July.