**REPORT ON KICKSTARTER PROJECTS**

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

From the provided data the conclusions we came across about the Kickstarter campaigns are: -

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 was high when the goal was less than 1000 and it was low when the goal was greater than or equal to 50000. It’s easier to get donations when goal is set to a low amount and Kickstarter project is likely to be successful.

The campaigns were most successful during the month of May and the December the success rate was comparatively low.

When considering the category level, the music, film & video were successful but the categories such as food, games, publishing, photography were failures.

1. **What are some limitations of this dataset?**

In the given dataset financial capital raised for projects are provided in different currencies (according to country of origin of project), it needs to be normalized to a specific currency to get an accurate comparison between the projects while using financial data.

Details about the column “staff pick” and “spotlight” were limited so we couldn’t use these fully to analyze the data.

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

The possible tables and graphs that we could create based on the kick starter project are: -

Pivot table with a column of “State”, rows of “Date Ended Conversion”, values based on the count of “State”, and filters based on “Category” and “Years”. And Pivot Chart line graph that visualizes this table

Pivot table with a column of “Pledged”, rows of “Date Ended Conversion”, values based on the count of “Pledged”, and filters based on “Category and Sub-Category” and “Years”. And Pivot Chart line graph that visualizes this table.

Pivot table that count how many campaigns were successful, failed, canceled, or are currently live per “Category and Sub-Category” column. And a stacked column Pivot Chart that can be filtered by “Country” based on the table you have created.

Pivot table with a column of “Pledged”, rows of “Date Created Conversion”, values based on the count of “Pledged”, and filters based on “Category” and “Years”. And Pivot Chart line graph that visualizes this table.