**Kickstarter Campaign Report**

**Conclusions Basis the Data Provided**

1. 53% of all projects are funded successfully, with Music category being the most successfully funded at 77%, followed by Theater at 60% and Film & Video at 58%
2. While only 35% of Technology projects were funded successfully, the category received the most funds at $23.4 MN achieving 56% Funding Goal amount.
3. Journalism filed received no funding at all, while only 17% of food related projects were funded successfully. All the other categories were funded 30% or more successfully.
4. In Sub-Categories - Classical Music Projects, Electronic Music, Metal, Pop, Radio & Podcasts, Rock, Shorts, Television, Tabletop Games and Hardware were 100% successfully funded.
5. 2015 was the year when maximum number of projects were launched and successfully funded.

**Database Limitations**

1. Categories are mainly focused on Arts and entertainment and some technology. More categories will be needed to be added to get some more accurate insights.
2. While background info on the project says only a third of the projects make it through funding our data is showing that 53% are successfully funded, so clearly there are some gaps in terms of not all categories of projects presented for funding have been included.
3. Only 449 projects have a goal of 50K plus to be raised in funding. So, database is skewed towards smaller ticket projects.
4. There are projects with goals of $1! and 2830 out of 4113 (68%) projects have an ask of sub $10,000 so the predictability of the data base can be questioned.
5. The data base is old. All date is before 2015. So again, with the dramatic changes in socio economic scenario, the predictability of the database can be suspect.

**Other Possible tables and/or graphs**

1. Total success rate of funding. Goal amount vs pledged amount. (Have created pivot and plotted the graph, additionally)
2. Project funding success by funding goal size and category.
3. Successful funding of projects by ticket size filtered by year.
4. Successful funding of projects by currency.
5. Successful funding vs Failed by Staff Pick and Spotlight

**Determine whether Mean or Median summarizes the data more meaningfully**

We have continuous data, and the distribution is highly skewed so Median will be more meaningful.

**Determine if there is more variability with successful or unsuccessful campaigns**

The successful campaigns have more variability. This does make sense, as the projects that more successes would have been liked more (or popular) to invest and hence attracted a greater number of investors than the failed ones and further the investors in the successful projects would have had different investment appetites thus causing more variance in the data.