**Kickstarter Campaign Data analysis Document**

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

1. By Looking at the State column and Percent funded column we can conclude that

\* If Percent funded is greater than or equal to 100 percent, the Kickstarter campaign was successful provided staff pick is TRUE.

\* If Percent funded is less than 100 percent, the Kickstarter campaign either canceled or failed.

\* In few cases even when Percent funded is greater than or equal to 100 percent, the Kickstarter campaign was canceled, I assume that is due to staff pick is false.

1. By looking at the Pivot table and Pivot chart for the Parent Category Vs Subcategory Campaign The state is
   1. In Technology category - Hardware is the popular one.
   2. In games Category – Tabletop games are successful.
   3. In music category - Rock is the popular one.
   4. In Publishing category– non-fiction is the popular one.
   5. In Theater category – Plays are the popular one.
   6. In film & video category – Documentary, Shorts and Television are successful.
2. Top 3 percent funded Categories are
   * 1. Technology/hardware
     2. Games/Tabletop
     3. Music/Rock

**C.1** Top 3 percent funded are from country USA and Most funded categories are also popular among audiences.

**C.2** Top 3 Average donations for the categories are

1. Technology/wearables
2. Film & Video/ Drama
3. Technology/Gadgets

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1. What are some limitations of this dataset?
2. Data is not sufficient to analyze why some of the campaigns were successful, cancelled or failed.
3. Date created or Date ended columns are not sufficient to draw Successful rate conclusion. But all failed and cancelled campaigns are having less than 3 months deadline.
4. Even some top percent funded are canceled. But there is no sufficient data to analyze the reason.

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

State count By Month:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Count of State by Months | Success | Failed | Canceled | Grand Total |
| Jan | 182 | 149 | 34 | 365 |
| Feb | 202 | 106 | 27 | 335 |
| Mar | 180 | 108 | 28 | 316 |
| Apr | 192 | 102 | 27 | 321 |
| May | 234 | 126 | 26 | 386 |
| Jun | 211 | 147 | 27 | 385 |
| Jul | 194 | 150 | 43 | 387 |
| Aug | 166 | 134 | 33 | 333 |
| Sep | 147 | 127 | 24 | 298 |
| Oct | 183 | 149 | 20 | 352 |
| Nov | 183 | 114 | 37 | 334 |
| Dec | 111 | 118 | 23 | 252 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |

Scatter Plot with trend line for Success Rate:

**Distribution of campaign state by country:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Parent Category | | | | |
| Contry Percentage | Success | Failed | Canceled | Live |
| USA | 54% | 36% | 8% | 1% |
| Other countries except USA | 53% | 40% | 9% | 2% |
| Total Countries | 50% | 37% | 8% | 1% |

**PIE CHART:**

Distribution of campaign in Global Countries (other than USA)

Distribution of Campaign status in USA:

Campaign Duration Vs Percent funded:

Graphical user interface, application, table, Excel

Description automatically generated

