*Date: 01/07/2021*

*Project: Kickstart Fund Raising Project*

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

**A:** Per the provided data, we find that Kickstarter campaigns had the highest found raisings of projects in 2015 so far; however, we did not find any significant differences by month which means that the seasonal is not an impact factor for the success of the fund-raising project.

Besides, per the data analysis by category, we found that Kickstarter campaigns most frequently through Theater, Music, and Film & Video to promote the fund-raising events. and one interesting fact is these three channels also have a higher success rate to excess the goal than others.

Finally, based on data analysis by category and subcategory, we found that the plays in theatres were the most common way to promote fund-raising projects of Kickstarter campaigns.

1. What are some limitations of this dataset?

**A:** First, we will not be able to find out the cost of each project, such as how much manpower is involved in each project, in order to evaluate the cost-effectiveness of each.

Secondly, the database doesn’t capture the detail plan or at least key actions of each projects, so, we will not able to analysis deeper on what key actions or ideas they do of those successful project in order to find out any hidden trends or core valuable information.

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

**A:** First, we could create a table to evaluate how many days of each successful project takes and then dig into more details beyond it in order to find out any hidden value information if the database captures these data.

Secondly, we could extend the table of the Pivot Table by Category and by Subcategory by adding the percentage column in order to clearly understand the Process Capability of each.

Third, we could create a chart and graphs the percentage rate of successful, failed, canceled, and live by year in order to have a whole picture of the performance of Kickstarter campaigns each year. Besides, we can dig into the details of the year’s which has higher percentage rate of successful than average in order to find out any hidden trends if the database captures these data.

Last, we could create a table of the number of campaign backers by successful project as a metric of success in order to find out the top three successful found raisings of projects.