Kickstart My Chart Report

Insights:

1. Theater is the most frequently category looking for funding with 34% of total projects.
2. Projects related with Music has most possibilities of success and less possibilities of fail with 82% vs 18% respectively.
3. Projects related with Journalism has no chance of success around Kickstart community.
4. Project with goals less than 1,000 has most possibilities of success and less possibilities of being failed, even canceled.

**Conclusions:**

1. Kickstarter is doing its job supporting several creative projects just like their web page says.
2. People can find in Kickstarter the funding they need. It might be a good idea start with a low goal and then explore other possibilities after a first successful project.
3. There is a lack of support for Mexico and Hong Kong projects. Could be good starting a campaign to impulse more projects around this nations.

**Dataset limitations:**

1. It’s hard to control dataset using Excel
2. There is not documentation about columns and its meaning so it’s difficult to find out if some columns are important to analyze like staff\_pick or spotlight.

**Additional table and/or graphs:**

1. **A Category/Location pivot**: Discover that MX and HK has no successful projects.
2. **A Category/Pledged pivot:** Technology project received 51% of total donations.
3. **A Country/Average Percent funded:** US people fund more than other Country