**KickStarter Campaign Analysis**

KickStarter is a global crowdfunding service based on creativity. The given KickStarter campaign dataset analyses about 4000 projects. This dataset explores the initial goal for a project to be successful, the amount pledged by the backers, the outcome of the project (whether the project is successful or not), the location of the project, the category, the date when the project was created and so on.

The analysis was carried out by creating more valuable information from the existing data. The percentage funded was calculated based on the initial goal and the amount pledged by the backers. The average donation by each backer for a project was calculated. Further, the data was compared by creating pivot table charts for category, sub-category and the date created, so that the trend can be analyzed.

From the analysis, the following trends can be concluded

* The success rate is inversely proportional to the initial goal, which means the smaller the goal, the higher the success rate.
* The success rate is directly proportional to the percentage funded, that means, the higher the pledged amount, the higher is the rate of success.
* Also, most of the projects that are at least 50% funded tend to be successful.
* Theatre appears to be category seeking most backing and also the most pledged.
* Category of music has more success ratio.
* The month of May has the highest number of successful projects.
* The success rate mainly depends upon the initial goal, the location of the project, and the category.

Some of the limitations of the project observed were: -

* As the dataset is limited, it cannot be concluded that the theatre parent category has the highest number of successful projects.

Additional tables/graphs that could be created were: -

* Distribution of projects based on country and which country has the most projects and the highest success rates
* A pivot table chart based on the percentage funded for each parent category to determine the most popular category among backers (here, it is found to be Games.
* The amount of money pledged for each category for each year and the respective growth.