**Analysis Report on the Kickstarter Project**

**Section I**

3 conclusions on the project based on the provided data:

1. Based on the pivot table by category, a histogram gives a clear picture of the most popular categories.

3 categories stand out in terms of successful campaigns

* Theater
* Music
* Film and Video

A closer quantitative look at these 3 categories (the ratio of successful / (failed + cancelled)), shows that Music is the most preferred category.

*Music* 540 / (120+20) = 3.857

*Theater* 839 / (493+37) = 1.566

*Film and Video* 300 / (180+40) = 1.363

Conclusion: If I were to look for funding from Kickstarter for my venture, music would be my category of choice.

1. Based on the pivot table by sub-category, a histogram gives a clear picture of the most popular sub-categories.

* In the music category, the sub category “Indie Rock” is the most lucrative.
* In the Theater category the “Plays” sub-category gets the most funding.
* In the Film and Video category my pick would be “Documentary”.

Conclusion: To get funding from the Kickstarter project, my picks would be

1. Indie Rock (Music)
2. Plays (Theater)
3. Documentary (Film & Video)
4. Based on the pivot table by month, it appears that the most successful projects are from the months of February thru July. The success rates taper down after July.

Conclusion: To secure funding for your project, it is best to submit the project towards the beginning of the year and ensure that your project is submitted by July. A probable reason could be that funding for projects is approved earlier in the year and funds run out late summer falling to the lowest by year end. A “rolling wave / first come first serve” rule appears to be the norm.

**Section II**

Limitations in data provided

Based on the background provided, 300,000 projects were launched on KickStarter. The data in the spreadsheet is for approx. 4000 projects representing a mere 1.33% of the total. The analysis based on such a small data set could be skewed and result in a bias towards a category.

Furthermore, there is no indication of the method used for sampling the data provided in the spreadsheet for analysis. The sample data could well be biased, which could result in an even more biased analysis.

**Section II**

Other possible charts:

Histograms and pie charts can be used to graphically illustrate the data. They tend to serve better than a Line Chart to pictorially represent the data. Additionally, a scatter plot with a Trend line can be used to show the deviations of the various data points from the mean.