**Assignment – KickStart**

# Conclusions

1. 59% of all campaigns are successful, which is overall a high success rate. Music, Theatre, Film&Video have been the categories with highest successful outcomes among all categories. Food is the category with lowest success rate. Journalism has a very negative outcome that we should investigate (was there some explanation for why all campaigns were cancelled?).

2. Campaigns with the lowest goal have highest success rate (71%) versus campaigns with the highest goal have the lowest success rate (20%). Consider splitting a campaign so it can reach its target quicker.



3. Months with highest success rate were in the beginning of the year (Feb, Apr and May). The month with lowest success rate was December. We may consider running our campaigns in the beginning of the year, as opposed to during holidays. No other obvious strong seasonality trend.

# Limitations of the dataset:

1. The data has already been aggregated. We have the total number of backers for each campaign, instead of all individual donations for each campaign, so we can investigate trends in individual donations. Maybe identify the biggest donors.

2. It doesn’t contain demographics data to show the characteristics of the people who are more likely to pledge for certain campaigns.

# Other graphs to create:

1. Calculate the duration for each campaign, deadline (Date Ended) – launched at (Date Created), and show relationship between duration and outcome. Are longer campaigns more likely to be successful? What is the optimal duration for a successful outcome?

2. Identify the campaigns that have the highest average donation versus lowest average donation. Which campaigns get on average the highest donations.

3. Which campaigns are more likely to pledge in which countries.

Another kind of charts that will be useful for this data is scatter plots.