# Kickstarter MyChart Report

1. Conclusions
   1. The first stacked column chart illustrates the number of outcomes vs campaign category. It can clearly be seen that **Theater** category campaigns were the most popular whilst **journalism** was the least popular among categories.
   2. The second stacked column chart shows thecampaign outcome vs sub category. It is immediately apparent that **Animation** sub-category campaigns were 100% failed and **Plays** sub-category was the most successful.
   3. The third line chart displays the campaign outcome based on the month of their creation. It can be clearly seen that the most successful campaigns were created on **May**. And the success rate declining towards December. Hence, we can predict that the campaigns which are creating during May, would have a high success rate.
2. Limitations
   1. 3038 out of 4114 (~73%) campaigns in this data set were initiated in US. Hence this is not a complete representation of global campaigns and the data set would not be helpful when predicting a global campaign success rate.
3. Other possible charts
   1. We could create successful% vs Category (or sub category) get a more accurate understanding about which category (or sub category) would have most success rate.
   2. A chart which shows campaign outcome based on goal could help to decide on appropriate goal for a campaign to become successful
   3. A chart on Campaign outcome based on pledged amount would help to decide on adequate pledged amount required to become successful