**Kickstarter Projects Analysis**

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * From the +4000 past projects in Kickstart, 53% were successful and only 1% went alive, the rest fails or is cancelled.
   * The category that concentrates most projects is Theaters with 34% of the total +4000 past projects.
   * All Journalism projects have been canceled in the past, while Technology is the category with most canceled projects in absolute numbers, the sub-Category that contribute the most is Web concentrating 29% of the total canceled project in the category.
2. What are some limitations of this dataset?
   * This dataset is only a sample, Kickstarter has launched more than 300,000 projects and we only have information of 4,000 projects.
   * Both goals and pledged amounts seems to be in its origin currency, to make a more comparable analysis all currencies should be standardize to one and the exchanges rates should be listed.
3. What are some other possible tables and/or graphs that we could create?
   * Charts/tables by country to identify if there is a tendency by category on canceled/failed/successful projects in each country. A global heatmap to showcase countries with more projects by status.
   * Descriptive statistics/dispersion graph to identify if there is a relationship between backers, status, category, and money made by campaign.

References:

<https://exceljet.net/formula/split-text-string-at-specific-character>