KICKSTARTER CAMPAIGN ANALYSIS REPORT

1. GIVEN THE PROVIDED DATA, WHAT ARE THREE CONCLUSIONS WE CAN DRAW ABOUT KICKSTARTER CAMPAIGNS?

* Although a greater number of projects that belong to the categories music, film and video, theater came out be more successful while food, games, photography, publishing have lower success rates. All the journalism projects got cancelled and not even started, almost one third of the projects that belong to technology are failed, cancelled. This would give backers a good overview on what categories they could invest in.

Chart, waterfall chart

Description automatically generated

* While looking at the charts drawn on the sub-category data set, though it not enough data to properly analyse, these are what the observations are: documentation, hardware, rock, shorts, tabletop games, television are having good success rates .Plays tend to be super popular. Chart

  Description automatically generated
* Countries with all successful projects undertaken over all the years even if minute are LU (2 successful projects in photography, theater together), SG (1 theater)
* United states tend to have highest number of projects
* Most successful projects seem to be started in May as per the pivot chart drawn month wise to analyze state of the project

Chart, line chart

Description automatically generated

1. WHAT ARE SOME LIMITATIONS OF THIS DATASET?

* It would be nice to have campaign end hours, campaign end hours data in the data set as this can help to analyze how the success rate of the projects would be impacted based on when they are launched.
* Instead of a country wise distribution, if there is state wise distribution it could have helped analyze which has got largest margins and thus interest us dig deeper regarding the category/ sub-category of the projects backers invested in.
* Individual contribution of a backer would have helped in analyzing what kind of campaigns that a person would be interested in to invest.
* Day wise analysis also seems to be missing, which might have helped in getting to know the best and worst days if campaign launch.

1. WHAT ARE SOME OTHER POSSIBLE TABLES AND/OR GRAPHS THAT WE COULD CREATE?

* We can create a graph to visualize the trends of the state of the projects based on the pivot chart created with date created conversion and date end conversion.
* We can create a pivot table over average donation for different currencies in the data set on different states of projects
* We also can create pivot charts for sum of backers count for categories, filtered using subcategories