**Analysis of Kickstarter Campaign**

**Conclusions: -**

* Out of 4114 projects, more than 50% of the projects were successfully funded. The success rate was highest in the category of Music (77%), followed by Theatre (60%) and Film and Video (58%).
* In the music category, Rock and Indie Rock have a success rate of 74%, which shows high potential in these sub-categories. Also, Music has the lowest failure rate of 17%, which makes it the most favourable category for potential investors.
* The food category experienced the highest failure rate of 70%. Only 17% of the projects were successful due to the increased funding they received.

**Limitations: -**

* Data is not clean. There is inconsistency in data, e.g., numerous cells do not have any data in them, hence creating a gap for analysis.
* Columns should have a brief description of what it represents/stands for. Since data is not defined explicitly, some columns have not been used from the spreadsheet during our analysis, e.g. Staff pick and Spotlight.
* Wide geographical distribution; data is not country-specific, making it challenging to cater to a specific sample of customers

**Other charts that could have been created: -**

* Bell Curve/ Histogram - To understand how much data deviated from the mean.
* Box and Whisker chart - can be created to identify outliers since data is highly variable.
* Bar Chart- To understand the gap between the actual goal and the donations.

**Bonus Statistical Analysis**

* **Use the data to determine whether the mean or the median summarizes the data more meaningfully.**
* Median summarizes the data more meaningfully as the data is highly skewed. When is dataset is skewed, the median is usually the best measure of central tendency.
* **Use the data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**
* There is more variability with successful campaigns as standard deviation is very high, which shows how spread out the data is from the mean. Yes, it makes sense since the data is skewed, which shows high variability.