**REPORT**

**Conclusions**

1. The primary conclusions about Kickstart funding are:
   1. The strike rate of success is above 50% for Kickstart funding (2185/4114 > 53%).
   2. The parent category, “Theater” gets the maximum responses (1393) and has the maximum successful outcomes (839).
   3. It must be noted, ratio of success to responses (540/770 > 77%) is maximum for the parent category, “Music”.
2. Furthermore, we get to see that there are sub-categories, where 100% success rate is maintained. They are as follows:
   1. Classical Music (Music)
   2. Documentary (Film &Video)
   3. Electronic Music (Music)
   4. Hardware (Technology)
   5. Metal (Music)
   6. Non-fiction (Publishing)
   7. Radio & Podcasts (Publishing)
   8. Pop (Music)
   9. Rock (Music)
   10. Shorts (Film &Video)
   11. Television (Film &Video)
3. Projects kick-started during April and May, typically have a higher success rate than the rest of the year. Project goal with less than 1000 have a higher success rate.

**Limitations**

1. Sample data-set is most probably not representative and therefore biased. 300,000 projects have been launched in Kickstarter and a third have found success (As per Background), but we are dealing with 4,000 projects and in our data, we found more than 53% projects are successful.
2. Kickstarter is not the only crowdfunding service. Depending upon the logistic support provided in a crowdfunding service, we might find that some categories (journalism, games, technology) are more susceptible to success unlike the successful categories/sub-categories of Kickstarter.

**Other Graphs/Tables**

1. We can generate data to look at how does the duration (date ended – date created) of funding is related with the success or failure rates of a project. If the project is live for a longer time, would that mean greater funding?

Create a column for duration of funding, and then create a pivot table with Rows- Duration, Values -Count of outcome, Columns – state, Filter by Country.

1. We can create scatter-plots between percent-funded versus backer\_count, and also pledged versus backer\_count. This will help strategizing for campaigning depending upon the amount that needs to be raised, depending upon the slope of the regression line.