**Kickstarter Campaign Project Report**

**Gayatri Pingale**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | (All) |  |  |  |
| Years | (All) |  |  |  |
|  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 182 | 149 | 34 | 365 |
| Feb | 202 | 106 | 27 | 335 |
| Mar | 180 | 108 | 28 | 316 |
| Apr | 192 | 102 | 27 | 321 |
| May | 234 | 126 | 26 | 386 |
| Jun | 211 | 147 | 27 | 385 |
| Jul | 194 | 150 | 43 | 387 |
| Aug | 166 | 134 | 33 | 333 |
| Sep | 147 | 127 | 24 | 298 |
| Oct | 183 | 149 | 20 | 352 |
| Nov | 183 | 114 | 37 | 334 |
| Dec | 111 | 118 | 23 | 252 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |



**Conclusions:**

From the chart above, we can conclude that:

* Projects with the goal **under $10,000** are the most successful at 65% rate.
* The most successful projects are from **Theater**, **Music** and the **Technology** categories.
* The maximum success rate is in the Category: **Theater**, and, SubCategory-**Plays.**
* Within the Playssubcategoryprojects in the month of **May** and **June** were more success than those in any other months.

**Limitations:**

* The demographic of the investors, like, geographic information (e.g., urban v/s rural, and investor distribution within major countries) and the investor’s profile (e.g., investment preferences & styles across gender differences and age groups) is missing.

**What Other possible tables we could have created:**

* Currency-wise break-up of Goals and Pledged amounts
* Sub-Category and Time to complete Filtering Category
* Category & subcategory-wise break-up of Goal & Pledged amounts, average donations.
* Category, Subcategory & State, and then, filter by Staff\_Pick and Spotlight.