**Goal: Analyze Kickstarter data for 4000 projects and uncover hidden trends**

**Conclusions**

1.Without country as a filter, Theatre as a category(parent) had the most number of projects and a highest count of successful outcomes. Music as a category had about half the projects as Theatre but a higher percentage of successful outcomes and lower percentage of failed outcomes compared to Theatre.

2. Without country or category as a filter, plays as a sub-category had the most number of projects. With theatre as a filter, plays as a sub-category had a higher percentage of successful outcomes. Most sub-categories with music as a category filter had only successful outcomes which explains the first conclusion.

3.Without Years or Category as a filter, May had the highest percentage of successful outcomes.

**Limitations**

1.The data is comparing the outcomes of projects with varying goals. Furthermore, the goals are in different currencies. The strength of the currency could affect backers count. The strength of a currency is a changing value and changes over time, that could affect backers count over the years.

2. The data is comparing projects with different durations or timelines. A project with a smaller duration is more likely to meet its goal.

3. The number of backers can be influenced by the reward received on investment. A project can have few backers if the reward on investment is insignificant to the backer.

The data is not comparing projects of similar scales.

**Other tables/graphs**

1. We could create a regression table for variables such as Goal and Percent Funded. We could look at the F significance, the P value, the R square value and the coefficients to analyze the relationship between the two variables.

2. We could calculate the duration of a project using the date created and date ended columns. We could create a regression table for the duration of a project and Percent funded and analyze statistical effect of the duration of a project on the Percent funded.

Similarly, we could create a regression table for a duration of a project and backers count.

3. We could create scatter plots for goal vs Percent Funded, duration vs Percent Funded and duration vs backers count and use the plots to compare trend lines and R square values. This can be useful in finding which variable influences most in meeting project goals.