**Kickstarter Campaign Analysis (to uncover any hidden success criteria)**

**Following 3 major conclusions can be drawn from the initial analysis of the available data:**

1. 53% of the all the Kickstarter campaigns (2185 out of total 4114 campaigns) were successful in reaching their goal. Campaigns under category “Music” are observed to be most successful with a success rate of 77%, followed by categories “Theater” with 60% success rate, and “Film and Video” with 58% success rate. All Campaigns under category “Journalism” were cancelled.
2. Pivot table used for above charts also indicate that the highest number of campaigns were launched under Subcategory “plays” (parent category” Theater”). 694 out of total 1066 campaigns under this subcategory have been successful, giving a good success rate.
3. In general, campaign with lower goal are more likely to succeed (with little bit variation). Chance of success starts declining sharply if goal is more than $45,000.

What are some of the limitations of this dataset?

There are no attributes that give an insight into execution of campaign (networking efforts, team size, previous success rate by founders etc.). With available data, we are basically trying to link categories and subcategories with success rate, without knowing if campaign execution environment could have also influenced the result.

Also, it would be better to excluding data pertaining to “cancelled” and “live” campaigns from our analysis. No reasons are given for cancelled campaigns and hence, it may be logical to assume that cancellation is on account of administrative/other reasons which should not be factored into our target analysis of success factors from the given data. Understanding of “live” is not clear (few “live” projects could not meet the goal?), and only 1% of the samples fall under this category.

What are some other possible tables/graphs that we could create?

1. For reasons mentioned above, I have not included “live” and “cancelled” categories in below analysis.
2. **Staff-pick flag results in better success rate % as depicted by below graphs. It is perhaps on account of reason that in general people feel that if staff I supporting any campaign, they would have better inside view of the project success.**
3. Pivot tables with row labels under both category and sub-category give some additional insights, as in below charts:

**Under successful campaigns category, people are investing more money in technology sector Vs any other sector (However this is an indicative chart only, as currency conversion among different country currencies is not factored, but trends would be similar)**

Further drill down from the same pivot table into sub-categories of technology sector indicates that **most inflow of the money is in sub-category “hardware” .**