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| **The Kick Starter Campaign** |
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**Inferences**

1. Most successful campaigns were in the field of music, Film & Video, Photography, Theatre. It can be said that creative and performing arts category people support each other much moreand appreciate the talents of people around them; than people in the field of journalism( most campaigns failed) and people either did not have the time to take part in the campaigns or they are too busy opposing each-others views to think of anything else.
2. The campaigns that started with low goal amounts were the most successful, also they had low failure percentage. As the goal amount increased the success rate decreased.
3. Most successful campaigns took place in May -June

**Limitations of Data Set**

1. The data set does not show how these campaigns were conducted (ex. Social media, newspapers, surveys, emailers or malls etc.) which might have contributed to their success or failures of the campaigns.
2. We do not see how many people were actually reached out and how many participated in the campaigns with either positive, negative of neutral contribution to the campaign.
3. We also do not know if professional agencies / companies were involved (or they were conducted by amateurs) in the marketing of the campaigns. I think it makes a huge amount of differences if good marketing skills are involved.

**Possible Charts and Graphs for insights**

1. We can predict average donation per category / per country.
2. It can be helpful to know which country has more philanthropic tendencies (outcomes can be predicted in which country to start the campaign for higher success rates.
3. Chart to figure out which categories / sub categories are popular as per country.
4. Calculate average donation given per category per country.