Report on Kick-Starter Campaigns

# Conclusions drawn

Firstly, based on the data collected and analyzed; Rate of Outcomes from the Parent Category:

* Theater has the highest rate of successful, live and failed campaigns
* Music follows closely with successful and live campaigns
* Technology has the highest cancelled campaigns and follows Theater closely with failed campaigns
* Film and Video follows Music with the number of successful campaigns, although there are no live campaigns.
* Publishing, is likely to fail more than succeed.
* Games, Photography have a slight chance of failing more than being successful
* Food has very slim chances of being successful, while Journalism has no rate of success.

Therefore, People who start a campaign in Theater are likely to have more successful campaigns than any other categories.

Also, People who start a campaign Under Technology have slightly same chances of being successful, failed or cancelled

Finally, People who start a Journalism campaign are most likely going to get cancelled.

Secondly, Outcomes based on the data collected per Sub Category:

* Plays have the highest rate of successful and failed campaigns.
* Faith has the highest rate of live campaigns.
* Rock, Documentary and Hardware perfect chances of being successful with no failed campaign
* Web has the highest chances of being cancelled
* Animation and Video game has the highest rate of failed campaigns.

Campaigns under Plays have a high chance of being successful

People who start a campaign in either Documentary, Rock and Hardware are most likely going to be successful.

Lastly, Outcomes based on the Date Launched:

There is a steady drop in the rate of success from the month of May where success was initially at its peak till the month of September, and December has the lowest number of successful campaigns.

While there is a drop in the rate of success from May-September there is a steady rise in Failed campaigns and from January-June cancelled campaigns are at its lowest.

# Limitations of DATA SET

1. Not enough information on the Funding. No data for Backers Refund
2. Timelines: Not enough information on how long a campaign has before its canceled (if the goal is not reached)
3. Percentage of Campaigns based on their Outcome.

# Possible Graphs

1. Line graph that show the relationship between Goal, Pledged and Outcomes
2. Line graph showing the rate of Outcomes between Backers and Pledges under Subcategory
3. Bar Chart showing the Outcomes in Parent Categories based on Backers Count
4. Bar chart showing the Outcomes based on Campaign Deadline.