***Kickstarter – Project Report***

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* 53% campaigns were successful with play sub category has higher volume and major contributor for success. Target of goal of less 1000 goal has highest success rate 70%.
* Food category has the highest failure rate which is 70%, target goal of greater than 50000 has highest failure rate.
* Success bearish as the campaign progress.
* Nearly 1.2% campaigns were live.
* Category Theatre has the most successful rate and within Theatre Plays sub category has the most.
* As the goal increases the total no. of projects decrease and success rate also decrease.

1. What are some of the limitations of this dataset?

* Dataset doesn't explain the exact reason for cancelling or failing a campaign.
* Creator and Backer information are not captured except backers count.

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

* Pie chart for category and sub category.
* Bar chart for Success and failure rate in terms of Percentage based on category.
* Pie chart for currency.
* Country wise success, failure rate, volume, target goal.
* Bar chart for Backers count based on category.