Kickstarter Campaign Analysis Report

Crowd funding of the massive project by state and category

Crowd funding of the massive project by state and sub-category

Crowd funding of massive project by state and Month

1. Three conclusion that can we can make from the Kickstarter campaign data are

* Music was the most successful category in exceeding campaign goal and journalism was the least to meet campaign goal.
* In sub category classic music, drama, hardware, rocks etc... Were successful, paly was the sub-category which was very much involved with the campaign and subcategory like animation, drama, etc.… did not meet the campaign goal at all.
* Month of May is the most successful moth for the Kickstarter campaign whereas December is the worst month to reach the campaign goal.

1. This data sets do not give the details of the donors, state and the status of the donor. Knowing the donor profile would have help to find build the campaign model to target certain group and city to make the campaign more effective.
2. Some other reports which could have created are

* State of a project by quarter – Bar Chart
* Successful, failed and cancelled bakers every year – Clustered Column Chart
* Dashboard report which shows the score of successful report by category, subcategory, live campaign, campaign by month all under one dashboard report.