**Conclusions**

1. Overall, we have concluded that Successful projects have more backers and more money pledged than unsuccessful projects. In the given data set considering the parent category 57% of the campaign is successful, 36% Failed and 6% of them are canceled and 1% of them are in Live state. Théâtre Campaigns looks to be majority in number.

Chart

Description automatically generated

1. With respect to the subcategory, we can see the campaign outcomes to be more revealing. There are few projects with 100% success rate like Audio, World music. There are few projects where the failure rate is more than the success rate like Mobile games, Science Fiction. Plays look more successful compared to others as per the graph.

Chart, box and whisker chart

Description automatically generated

1. The next analysis is based on the month in which the project was created and corresponding status. As per the graph, success rate seems to rise in the months of June and July and there is a drastic fall in the month of August.

Chart, line chart

Description automatically generated

**Limitations**

1. The analysis could be fine grained, if the data is more specific to states and cities rather than country.
2. There is no actual duration of the campaign reaching its initial goal.
3. The dataset is not revealing more information on backers details to further analyze what type of backers have high successful rates.
4. Ideally Successful projects will land in the spotlight(spotlight=True), but the given data set shows that even the failed projects can reach the spotlight which contradicts the spotlight’s purpose.

**Other possible graphs/tables/additional information**

1. Pivot table to see the Success and Failure state for each year setting filter for Parent category.

Chart, line chart

Description automatically generated

           The graph infers that from 2010 to 2020 the rate of success is more than the failure.

1. Pivot table to show the successful and failure campaigns in each country setting with parent and subcategory.

Graphical user interface, chart, application

Description automatically generated

The Chart concludes that more projects are campaigned in the US compared to other countries.

**Bonus**

If the Goal is less than 50000 the success rate is more than the failure rate. With the given dataset when the Goal range is between 10000-150000 and more than 50000 the failure rate surpasses the success rate.

Chart, line chart

Description automatically generated

**Bonus Statistical Analysis**

**Graphical user interface, application, table

Description automatically generated**

In the given data set the mean value is greater than the median in both successful and unsuccessful campaigns which means the data is skewed. We cannot summarize the data using either mean or median as outliers are present in the dataset. The Variability is more in both successful and unsuccessful campaigns. The variance and standard deviation for both campaigns are very large, which means the data points are spread out from mean and median. The variability of successful projects is more than unsuccessful projects. It makes sense because the better the project there will be more number of backers.

Reference

[Kickstarter](https://www.kickstarter.com/?country=US)