Executive Summary:

In-depth data analysis of the data reveals that there is a direct correlation between when the project gets started to its success or failure chances. At a high level, on average over 50% of the projects either meet or exceed the goal set for the project.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | (All) |  |  |  |
| Years2 | (All) |  |  |  |
|  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **canceled** | **failed** | **successful** | **Grand Total** |
| Jan | 34 | 149 | 183 | 366 |
| Feb | 27 | 105 | 202 | 334 |
| Mar | 28 | 108 | 179 | 315 |
| Apr | 27 | 103 | 193 | 323 |
| May | 26 | 126 | 233 | 385 |
| Jun | 27 | 148 | 213 | 388 |
| Jul | 44 | 148 | 192 | 384 |
| Aug | 32 | 134 | 167 | 333 |
| Sep | 24 | 127 | 148 | 299 |
| Oct | 20 | 150 | 184 | 354 |
| Nov | 37 | 113 | 180 | 330 |
| Dec | 23 | 119 | 111 | 253 |
| **Grand Total** | **349** | **1530** | **2185** | **4064** |

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Based on the data, we can conclude that the month of December is not a good month to launch a new project as the success rate for that period is less than 50%.
   2. Donors are more likely to donate at each major calendar event, i.e. January (beginning of the year), May (start of the summer) and October (start of the holiday season). This can illustrate donor’s generosity varies by the time of the year.
   3. Success ratio of the fund raising project is greater than 50%.
2. What are some of the limitations of this dataset?
   1. Dataset doesn’t give any insight into the locality of donor community.
   2. Dataset doesn’t have demographics information to support whether the given geo location would have successful campaign for specific categories.
3. What are some other possible tables/graphs that we could create?
   1. Countries vs. State
   2. Countries vs. Categories
   3. Countries vs. Goal
   4. Goal vs. # of Donors