**Kickstarter Project Data Analysis Report**

# Three conclusions we can draw about Kickstarter campaigns?

The following sub categories are the **best bets** for achieving success for a campaign in the descending order of probability.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Count of id** | **Status** |  |  |  |  |  |  |
| **Subcategory** | **canceled** | **failed** | **live** | **successful** | **Grand Total** | **Success %** | **Failure %** |
| rock |  |  |  | 260 | 260 | 100.00% | 0.00% |
| documentary | |  |  | 180 | 180 | 100.00% | 0.00% |
| hardware |  |  |  | 140 | 140 | 100.00% | 0.00% |
| tabletop games | |  |  | 80 | 80 | 100.00% | 0.00% |
| nonfiction | |  |  | 60 | 60 | 100.00% | 0.00% |
| shorts |  |  |  | 60 | 60 | 100.00% | 0.00% |
| television | |  |  | 60 | 60 | 100.00% | 0.00% |
| classical music | |  |  | 40 | 40 | 100.00% | 0.00% |
| electronic music | |  |  | 40 | 40 | 100.00% | 0.00% |
| pop |  |  |  | 40 | 40 | 100.00% | 0.00% |
| metal |  |  |  | 20 | 20 | 100.00% | 0.00% |
| radio & podcasts | |  |  | 20 | 20 | 100.00% | 0.00% |

The following sub categories are the **worst bets** for a successful kickstarter campaign in the descending order of probability

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Count of id** | **Status** |  |  |  |  |  |  |
| **Subcategory** | **canceled** | **failed** | **live** | **successful** | **Grand Total** | **Success %** | **Failure %** |
| animation | | 100 |  |  | 100 | 0.00% | 100.00% |
| children's books | | 40 |  |  | 40 | 0.00% | 100.00% |
| drama |  | 80 |  |  | 80 | 0.00% | 100.00% |
| fiction |  | 40 |  |  | 40 | 0.00% | 100.00% |
| gadgets |  | 20 |  |  | 20 | 0.00% | 100.00% |
| jazz |  | 60 |  |  | 60 | 0.00% | 100.00% |
| mobile games | | 40 |  |  | 40 | 0.00% | 100.00% |
| nature |  | 20 |  |  | 20 | 0.00% | 100.00% |
| people |  | 20 |  |  | 20 | 0.00% | 100.00% |
| places |  | 20 |  |  | 20 | 0.00% | 100.00% |
| restaurants | | 20 |  |  | 20 | 0.00% | 100.00% |
| video games | | 100 |  |  | 100 | 0.00% | 100.00% |

The chances of the campaign getting cancelled are higher for the following categories

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Count of id** | **Status** |  |  |  |  |  |  |
| **Subcategory** | **canceled** | **failed** | **live** | **successful** | **Grand Total** | **Cancel %** | **100%Cancellation** |
| science fiction | 40 |  |  |  | 40 | 100% | TRUE |
| audio | 24 |  |  |  | 24 | 100% | TRUE |
| art books | 20 |  |  |  | 20 | 100% | TRUE |
| world music | 20 |  |  |  | 20 | 100% | TRUE |

Further the chances of success is high when the campaign is started in the months of May-July

Also the highest surplus can be achieved by launching kickstarter campaigns in the following subcategories

# Limitations of the dataset

Complete data is not available for the live category and hence it can sku the observations

The amount of funding received is in different currencies and needs to be normalized based on exchange rate

# possible tables and/or graphs that we could create?

Please refer to the pivot table worksheets

Success Failures by sub cat

Pivot Subcat State average surp

Subcat status count surplus sorted