**REPORT BASED ON A PROVIDED DATA ABOUT KICKSTARTER CAMPAIGN**

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

In drawing a conclusion about the Kickstarter Campaign. I will only base my conclusion on analyzing the statistics of successful and failed Projects because I am keenly interested in discovering any trend or strong indicators that will differentiate successful and failed Projects . the First Chart (Pvt1) provide the information of projects in my dataset. Overall the dataset contained more successful projects for atleast 60 % in comparison to failed projects (40%).

Second analysis was carried out on whether certain project category performed better than the rest. To get an answer to this, I analyzed project success rate according to each category. As you can see in PVT2 , Play, Indie Rock , Rock seems to achieve 75 %,65% and 60% respectively which greater than the average success rate of all projects . Vide games , Food trucks and Wearbles performed worst with success rate of below 32%,30%,35% respectively.

Furthermore , the line graph on the Table 3 it gives the clear picture on how projects did based on months , we can conclude that the success projects were founded between February to July contrary the failed projects failed drastically between January to November.

* **What are some of the limitations of this dataset ?**

There are numerous limitations for this data set , However I will be only focusing on Bakers Limitations.

First , they could be reward for advocates : we did not see if they was any reward for the bakers who shared ones projects I believe this would encourage bakers to dive into the project or to even feel passionate about it .

Secondly, It coud be better to see how many people subscribed to updates on day to day basis , there a chart for this kickstart campaign that only provide the information of how many backers and pledges we have , however it would be better if I can access similar chart that shows the number of updates subscribers and numbers of update unsubscribers

Moreover , in the kickstar campaign there is no Refferrer Trackbacks option , this would prevent us to have accurate referral information and I found this to be somewhat a limitation , because those stats are really helpful especially if you are paying for marketing .

What are Some other possible Tables /graphs that we could create .

We could create Tables and graphs to analyze the outcome of each country , or else we could crate table / graph to analyze the currency .