# Kick Start Analysis – Report

## Top 3 Conclusions

1. **Theater/Plays** is the most dominant and most funded category/sub-category.
2. **Journalism** is the least funded and worst performing category in terms of # of canceled projects.
3. Projects with **< 1000** goal have the **best** success rate (**71%**), while projects with **>50000** goal have the worst success rate (**19%**)

## Limitations

1. The data provided can only be used for reporting and visualization, additional data would be required to create any kind of predictive models. With additional data like attributes of the project and requesting party, models can be created to predict success/failure of the project before it even starts
2. Goal and Pledged data is in multiple currencies. Reporting as is may result in skewed metrics. Better results are possible if the data is normalized to a common currency.

## Other Possible Tables/Graphs/Charts

1. Percentage successful/failed/canceled by category and subcategory
2. Percentage successful/failed/canceled by year
3. Top 10 successful projects by goal, # of backers
4. Fast successful projects
5. Cluster plot of average donations
6. Projects by Country
7. Percentage successful/failed/canceled by Country