**Conclusions Drawn from Kick Starter Data**

Among the 300,000 projects that launched in Kickstarter campaigns, only a certain percentage of projects are found to be a successful with a positive outcome. Excel is used to organize and analyze the data to draw some conclusions from the data, such as the factors that lead a project to have positive and desired outcomes.

The three main conclusions that are drawn from the pivot tables created are:

1. The most successful projects were in the category Theater, Music, film and video and technology in that respective order. The most failed projects were in Theater, technology, film and video and games.

The sub category “plays” has highest success in the category of Theater. Similarly, this data has also helped us analyze a particular sub category that is more successful than others in each category. In the category of music, rock music and in the category of technology, hardware sub category seem to have the most success.

1. The data also showed that the projects that started in the month of May seem have more success as compared to the projects that started in the month of December. Also, the projects that got cancelled happened in all the months of the year at the similar rate. This concludes that projects that got cancelled due to the various causes happened irrespective of the timeframe.
2. There are higher percentage of projects that are successful in the range of $1000 or less to $15000.

Some of the limitations of this analysis include:

1. The data is available for about past four thousand projects out of 300,000 projects. The sample volume may not be large enough to draw conclusions accurately.
2. Theater /plays demonstrates highest number of success and failure percentages. This could probably due the availability of the data from this category is higher than others. Limitation of availability of data from other categories could impede in drawing the conclusions correctly.
3. The age group of the backers could be an influencing factor to the success of a project. This data is limited in understanding that aspect.

Some of the other graphs and tables that can be created are:

1. Projects in each category can be filtered by each country to determine, which type of projects are more successful in that particular country.
2. A graph drawn between time a project started to the time a project ended could give information about the life of campaigns that are generally successful and campaigns that failed.