# Kickstarter Campaigns Analysis

Based in the data provided by the client we can answer a few questions.

1. What are the conclusions we can draw from the Kickstarter campaigns?
   1. The most popular and funded category in all the Kickstarter campaigns are those in theater, Film & Video and Music with successful ranges between 77% to 57%.
   2. The categories that failed the most are Food, games, Publishing and Photography with failure ranges between 70% to 53%
   3. The time of the year where people decide to launch Kickstarter campaigns is during the months of April to June. We can also observe a slight increase of initialize campaigns during October and November.
2. What are the limitations of the data set?

This data set has provided us with valuable information, but we have a few limitations. We know that the most projects start in April to June, but we are unaware of why. We cannot know by this data set if there was a lot of marketing the campaign involved that may have led to a success or failure of a certain campaign. We can find use from where the majority of the funds came from as well as how many super high funds backers where involved in the campaign.

1. What are other possible graphs and/or tables we could create.
   1. Backers contributions and average donation per category and subcategory. This would help knowing the amount backed and give inside to those projects that were very successful.
   2. Overfunded category, we create those who were able to surpass their goal by more than 150% and try to find any trend that made this project more successful.
   3. A graph dividing the Europe vs the us founders to understand where the best place is to create the Kickstarter campaign, or even to understand which market is more open to Kickstarter.