KickStarter Projects Data Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

The three conclusions that can be drawn from the provided data are:

* + 1. While the most of Kickstarter projects fall in Theater category (1393), the percentage of most successful projects falls in **Music category (77.1%).**
    2. While the most of Kickstarter projects fall in “Plays” sub-category, there are few sub-categories that are **100% successful** like classical music, electronic music, documentary, hardware, metal, nonfiction, pop, rock, tabletop games, television, and shorts.
    3. In year 2009, only 14 Kickstarter projects were launched out of which 9 were successful. In contrast, 393 projects were launched in year 2017 and 244 of them were successful!

1. What are some limitations of this dataset?
   1. There is no data available for years 2018 and later.
   2. The dates are in UNIX format, so they have to pre-processed before that information can be used to draw any conclusions.
   3. Category and Sub-category have been given in the same field; So the data has to be munged for downstream analysis.
2. What are some other possible tables and/or graphs that we could create?
   * 1. We could create tables for sub-categories with total number of backers to find which sub-categories are more supported.
     2. We could create a table/graph showing the count of successful projects when Staff Pick = TRUE. This could help uncover some patterns (like what is the probability of a project to be successful if it is staff-picked).
     3. We could also create a table/graph highlighting ‘Percent Funded’ by category or sub-category. Again, this could help us uncover patterns showing which category or sub-category has been funded the most.