# Three conclusions we can draw about Kickstarter campaigns

* Referring to the Category, ‘Theatre’ has the maximum number of projects among rest of the Categories. Among all the Categories, ‘Music’ has the maximum successful percentage (77%) of projects and Category ‘Food’ has the maximum failed percentage (70%) of projects as compared to the rest. Category ‘Journalism’ has 100% cancelation of projects.
* Referring to Date Created, Year 2015 has maximum number of projects as compared to the rest. Year 2012 has the maximum percentage of successful projects, i.e. 216 successful projects out of 282 (77%). Year 2014 has the maximum percentage of failed projects, i.e. 422 failed projects out of 976 (43.24%), which is slightly higher than Year 2015 (43.02%).
* Referring to the subcategory, ‘Plays’ has the maximum number of projects overall as compared to the rest. But the success rate for ‘Plays’ is only 65%(694 out of 1066), which is way less as compared to other sub-category who have 100% success rate such as ‘Rock Music’(260 out 260), ‘Documentary’ (180 out of 180), ‘Hardware’ (140 out of 140), etc. Subcategories such as ‘Animation’, ‘Video Games’, ‘Drama’, etc. has 100% of failed projects.

# Limitations of Data Set

## Field Name does not give precise information. For Ex. The column name Staff\_pick, Backers\_count, spotlight does not provide any clear information as what they refer to.

## Data has incorrect formatting. Ex: there is no $ before the values in Goal and pledged columns. Thereby making it difficult to interpret.

# Other possible tables and/or graphs that we could create

## We can determine the successful, failed and canceled percentage as per each Country.

* We can compare pledged amount with status (success, failure, live, cancel).
* Determine if Staff\_pick and spotlight values help in impacting success rate.
* Does the size of donation matter for success rate?
* Does the date range (number of days between end and start date) matter for success rate?