**Kickstarter Data – Analysis Report**

Based on the analysis on the Kickstarter data, conclusions can be drawn that “Theatre” is the largest among all categories with a total of 1393 with 60% successful projects, “Plays” is the largest subcategory with a total of 1066 projects in which 65% are successful and successful projects outweigh failed or cancelled projects on all months of the year except for December – projects which started May are likely to succeed.

Some of the limitations I noticed is the financial data on how much was spent for the project is not present to project the actual budget vs funding. Data for pledges that have been backed out is also not present – this could provide significant metrics that we can use for analysis. I also think the data only shows the country where the project was conceptualised and not from where the backers are from- it would also provide significant data if there is a breakdown of pledge per country for each project. Daily pledges can also provide significant data If we are to deep dive into each project to analyse the trend on when the number of pledges are peaking. Finally, It would also be great to have the number of sites or mediums (e.g. social media) where the project was advertised as it could greatly impact the number of pledges.

We can also create other possible tables and graphs from converting the pledges to a single currency value and compare the pledge value per country or per category / subcategory. We can also get the data for project duration per state using a line graph to determine if the duration of a project correlates to its success or failure, and the project state count per country would be an interesting data to see using a stacked column chart.