**Insights from the Kickstarter Project Data and Analysis:**

1. *What are three conclusions we can make about Kickstarter campaigns given the provided data?*

**Conclusion 1:** Kickstarter projects funded in the categories like Theater, Music and Film & Video were highly successful compared to other categories. Within those categories, higher number of projects under sub-category ‘Plays’ completed successfully in comparison to other sub-categories. Also, ‘Music’ category produced more successful projects in percentage terms compared to other categories.

**Conclusion 2:** All the 24 projects from ‘Journalism’ category, which came through Kickstarter program were cancelled. Looking into the sub-categories, it appears these projects are ‘audio’ projects. Another interest fact is only 33% of the Journalism projects received funding and even there, the project received funding approximately 3% of their initial goal. If anybody approaching Kickstarter for funding from ‘Journalism’ category need to study further why these projects did not receive the support. They, then need to approach with better business case/creative project ideas to receive the funding.

**Conclusion 3:** Majority of projects (over 54%) were successful as opposed to 46% of projects either failed or cancelled. It shows the Kickstarter program is generally ‘successful’ in identifying and funding correct business ideas.

1. *What are some of the limitations of this dataset?*

The dataset contains only projects from twenty-one countries, and it appears that majority countries from developing and emerging economies are missing from coverage perspective. Expanding to those countries may alter the outcomes differently.

Even though, 4000 project information is available, there are several vital information is missing from project level details. Like promoter’s background, financial information (revenue, profit) as well as number of clients / levels of client satisfactions etc.

1. *What are some other possible tables/graphs that we could create?*

We could create a new sheet with a pivot table with a column of “state’, rows of ‘Date ended conversion’.

We could also create a new sheet with a pivot table that will analyze the initial worksheet with sum of funding goals vs. funding per \*\*category\*\*.

We could also create a new sheet with a pivot table that will analyze the initial worksheet with sum of funding goals vs. funding per \*\*Sub category\*\* filtered for each parent category.