**Kickstarter Campaigns Report**

# **Conclusions**

1. Campaigns for Parent Category of Theatre, Music and Film & Video were top 3 successful campaigns when filtered by Country as shown in the stacked chart below:
2. Sub-Category campaign had high success for Plays, Rock and Documentary when filtered by country as shown in stacked chart below:
3. From start of 2nd to end of 3rd quarter of the Year Parent Category success was higher then the failed outcome/state and middle of 2nd quarter Parent Category success peaked when filtered by Parent Category and Year as shown in the line chart below:

# **Limitations of This Dataset:**

1. There is no currency conversion to a single currency for average donation comparison.
2. Total of Failed and Cancelled is very close to successful campaigns which nullifies the total gains of the campaign.
3. Difference between date created and date ended is only few months. This is a big limitation in getting more number of data points.

# **Other graphs that can be plotted:**

1. Scattered Graphs.
2. Moving averages.
3. Regression Graph