**DATA ANALYSIS – KICK STARTER CAMPAIGNS**

* Conclusion about Kick Starter Campaign:

1. According to the data provided the total success rate of the project is 54% and the failure rate of the project is 37.1%. Though it seems to be less the more of the project failure happened during the year of (2014 – 2016). Here is the pictorial representation of the new projects (Parent Category) added during the above-mentioned period: (Year vs Parent Category)

During the year of (2014 – 2016) new projects like Theatre, Photography, Technology (increased) and Food have been added.

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| --- | --- | --- |
|  | SUCCESS RATE | FAILURE RATE |
| THEATRE | 60% | 35% |
| PHOTOGRAPHY | 47% | 53% |
| TECHNOLOGY | 34% | 36% |
| FOOD | 70% | 30% |

1. As we could see the new projects Photography, Food and Technology (expanded widely) added during the year (2014-2016) together has a success rate of 32% and a failure rate of 62%.
2. Hereby, I conclude that in the mere future instead of carrying out the failure projects their budgets can be allocated for the success run projects like Theatre, film & video and music expansions.

**LIMITATIONS OF THE DATA SET:**

1. Lack of information needed to access the credibility of the data
2. Many assumptions have been made during the analysis of the data

**TYPES OF GRAPHS & CHARTS:**

1. Pie chart, circular area, scatter plot can also be used.
2. As shown above the ( year vs Parent Category) chart was also helpful to analyze the new category products entered into the Kick starter project during the time where failure rates started growing.