**Conclusions From the Data provided in Kickstart Project**

1. Maximum number of Kickstarter projects were launched in US followed by Great Britain and then Canada. Data Analysis using the Category Stats Pivot table indicates that Theater Category have maximum kick starters success. The second most successful Category is Music. Film and Video comes up as third most successful Category. Journalism, Technology and Publishing Categories are one of the least Successful ones.
2. Sub\_Category(SC) Pivot Table was used to Dig deeper into the the High and Low performing Categories. Plays SC came up as the clear winner in Theater. Whooping number of 694 projects out of 1066 were successful. Plays performed consistently in US, GB and Canada.

As for the Music Category, Rocky and Indie outshined the rest. While among the Category of Film and Video, Documentary came out 100 percent Successful. Under Journalism, all projects were canceled. Under publishing, Non Fiction and Radio/Podcast SC were promising as compared to rest.

1. Pivot table Launch Date was used to find whether there is a relationship between the launch date and Success of the Kick Start projects. Overall it indicates that it there is some relationship where the success rate is higher if the Project is launched in the months of May, June, July as opposed to Nov, Dec and Jan. However, this parameter should be carefully considered. While theater Category mirrors the overall scenario, gaming Category was completely opposite wherein the success rate dropped in the summer months and picked up in colder. Nothing substantial can be said by analyzing the Music and Film/Video Category.
2. There is also a definitive Relationship between the Success rate and Project Goal. This can easily be inferred by the following graph shown below. Smaller project Goals lead to higher Success while the Goals >40000 shows a steep decline.

Chart, line chart

Description automatically generated

**Limitations Of the DataSets**

1. The data set is incomplete as the Success or failures are described with respect to Countries. It will be more exciting to know the details of the cities in which these projects were launched. It could give us a better understanding of how the projects faired in different locations.
2. Another parameter which is not provided is the knowledge about the creators. How experienced they are? How many kick starter Campaigns they have launched? Etc.

**Other Possible Graphs And Table**

1)Projects Success trends Over time.

Created a Pivot table with Rows as Years and State, Value is calculated by the Count of state and Category is used in filter.

Table

Description automatically generatedChart, bar chart, histogram

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Chart, bar chart

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The above Plots indicates a trend wherein the success of kickstart Projects seems declining With respect to time. The trend is most clearly seen in Publishing and music Categories.

**Summary Statistics**

I think median works better than mean to understand the data.

In both Successful and Failed Project there is a considerable difference between the mean and median indicating that the **data is skewed** (i.e. they are far from being normally distributed) and the median generally gives a more appropriate idea of the data distribution. Looking at the max and min Values in Successful projects and comparing it to the Median shows that there are extreme outliers. This is more evident when when analyse the Box plot shown below

**Chart, scatter chart

Description automatically generated**

As is shown in the box plot, the variability in Successful campaigns is more than Failed in campaigns. This is very much understanble as some projects like theater have huge backers count making them a great success.