**Kickstarter Campaigns**

***Conclusion:***

Given the data provided English speaking countries totally dominates in the Kickstart campaigns, specifically US (74%) dominates in that, compare to all the countries.

The major chunks of kick starter projects are Theatre (34%), Music (17%) and Film & Video (13%), total of 64% of the data.

Among all the projects 53% were successful, 46% were failed or cancelled and about 1% is still live. In the successful campaigns three categories - music (77%), film & video (58%) and theatres (60%) are the leaders in that success rate. Compare to that technology (34%) lags behind.

Now, if we look into the individual forty-one sub categories we can see which categories are most successful. We have subcategories with hundred percent success rate, they are classical music, documentary, electronic music, hardware, metal, non-fiction, pop, radio & podcast, rock, shorts, tabletop games and television. We also have sub-categories which are completely unsuccessful which includes animation, artbooks, audio, children’s books, drama, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, restaurants, science fiction, translations, video games, web and world music.

Another factor to consider is to determine when to launch the project. Projects are very successful in the months of February, April, May, June and November, while December would be the worst month to launch any project.

All or nothing nature of Kickstarter seems to be difficult for the projects who has larger goals to generate funds. To understand why projects are less likely to succeed we need to analyze how much money the creators were asking for. Average goal among successful projects is $9867 compared $517,985 for canceled projects and $60,556 for failed projects.

***Limitations:***

There are some limitations of the data we have. It’s better to analyze it further if we have the data about the competition that particular project has in the same market.

There are some geographical data also missing, like which projects come from which cities, that also plays a role in projects’ success rate.

This data set is not large enough to analyze how significant the results are.

***Considerations:***

We can create chart between the average goal amount sought by successful and unsuccessful projects to figure out average goal difference between them.

We can conduct the regression analysis to figure out who drives the highest pledge values and what drives the highest number of backers.

We can check which days are the best days to launch the project and get the success rate and failure rate by the days.

To analyze the data better we can create a feature on mean and median goal amount for the projects belonging the same category during the same calendar year.