**Project Overview:**

* Louise is a Kickstarter campaign organizer and being an organizer, she has set her campaign’s funding goals and pledged amount for every project along with its outcomes in different countries.

**Purpose of the Project:**

* The purpose of the project is to find the specific factors that lead to a successful campaign and mirror those factors in other campaigns.

**Analysis**: The analysis of the Kickstarter data was conducted in two different ways:

* The analysis was done considering the goals of the Kickstarter campaign. The number successful and failed campaigns were determined from the funding goals of the campaign. For example, goals less than $1,000.00, $1,000.00 to $4,900.00, $5,000.00 to $9,999.00 and so on till $500,000.00.
* The analysis was also done considering number of successful Kickstarter campaigns during every month of the year.

**Outcomes**: The analysis mentioned above yielded two outcomes:

* Firstly, the campaigns with the goals less than $9,999.00 were most successful. Out of a total 694 successful campaigns, 622 campaigns had a goal less that $9,999.00. More specifically, the campaigns with the goal between $1,000.00 and $4,999.00 had the greatest number of successful campaigns. Additionally, the highest success percentage fell under the range of $0 to $1,000.00 with 76% success rate.
* Secondly, the highest number of successful campaigns were launched in months of summer i.e., May, June, July and July. Almost 35% of the campaigns out of the total successful campaigns have been in the months of May, June and July.
* Thirdly, according to the Campaign Category Statistics, music has the highest success to failed ratio with theater being the second best.

Based on the outcomes, Lousie should launch a campaign with a goal less than $9,999.00 in summer for the highest success rate.

**Challenges and Limitations**: It is difficult to determine which campaign is successful at a specified time of the year due to multiple campaigns running throughout the year. Summer can be an ideal time for a campaign; however, it can be different for other campaigns. It will be a challenge to identify a specific time for every campaign’s best month for launching it. Additionally, the exact reason for the failure could not be determined in the analysis.

**Additional Tables/graphs could be created?**

A combination chart of the goal and months on the axis could help in visualization the relation between the goals and launch months for determination of the most successful months and successful goal target.