**Report**

**Regarding Kickstarter Company**

**The Conclusions Drawn**

1. If the overall results are considered, only 53% of the projects were successful. 45% of the projects were either failed (37%) or cancelled (8%). The most successful project categories were music, theatre, and film & video among those which are successful.
2. Overall trends in the state of the projects, however, indicated that there was a strong tendency while the overall success was trending down as the failed ones were increasing in percent and number. If we looked at the sub-categories the most favorite and the most successful projects were plays while food, journalism, and publishing projects were mostly failed or cancelled.
3. If we looked at the goal-based analysis, it is clear (and expected) that small projects were much successful than the larger projects. The same analysis clearly shown that the success of the projects after 40000 were sharply declining as the failure and cancellation of these project were substantially increasing.

**Limitations of the Dataset**

1. Dates data were Unix time stamps which required to be converted to regular dates.
2. Categories and sub-categories produced at the same column which were also required to be merged.
3. There was no info about the backers in the data set to indicate who were (age, occupation, gender, etc.) backing what kind of projects.

**Possible Tables and Graphs to be Created**

1. The projects (in terms of “pledged”) and their country distribution,
2. The projects (based on pledged) and their category and sub-category distribution,
3. The most backed projects and their relationships with country, state, and category features, etc.
4. The analysis of the data based on staff pick and spotlight.