**Kickstarter Data Analysis Report**

Kickstarter is one of the largest crowdfunding platforms on the internet. It gathers money from the public who are interested in investing in some new and creative projects. I’ve analyzed the dataset of 4115 projects that were launched between 2009 and 2017.

As I finished analyzing and creating the visualizations I came to the following conclusions:

1. Out of 9 different categories, Theatre had the most number of campaigns. They had 839 successful campaigns out of 1393. The second best came out to be Music with 540 successful campaigns out of 700. Although Theatre has 839 hits but that only gives 60% success rate however Music has a success rate of 71%. So based on category I say that Music did really good in the campaign.
2. Analysis based on Sub-Category showed Plays to have the highest number of successful campaigns. However there were 694 successful campaigns along with 353 failed which really turned down its success rate. Rock music came out to be really good with 100% success rate, along with classical, electronic, & pop. We cannot ignore the Indie Rock number which had 140 hits and only 20 failed. So turns out that Music wins again in the sub category too. Even Hardware did excellent with 100% success rate.
3. With the 8 years of data, May has the highest success rate and December is the month with greater failures than success.

Following are some of the limitations of the dataset:

1. Some of the projects had very high goal amount and the pledged amount was too low and hence they either failed or canceled.
2. The data set wasn’t only compared for one country, therefore we have amount in various currency.

We could also create the following charts:

1. It would be interesting to see which country has most number of projects submitted and graph to show their success or failure rate.
2. A graph to compare the outcomes based on the launch years how I did for month.