**Kickstarter Fund Raiser – Report**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Most projects are in theater category, but highest success rate is in music category. (Please see Chart -1)
* In music, category following sub-category has 100 % success rate, rock, pop, metal, electronic music, classical music & jazz has 100 % fail rate. Few Sub-Category has 100 % success rate. So, it’s important to look at the Sub-Category. (Please see Chart-2)
* Campaign started in May has highest success rate and for one started in month of December success rate is at lowest. (Please see Chart- 3)

**Chart - 1**

**Chart -2**

**Chart - 3**

What are some limitations of this dataset?

* Data is more centric towards US, not enough data available for other countries.
* Data is in different currency, need to be standardized to single currency.
* Project success or failure is heavily dependent on spotlight.

What are some other possible tables and/or graphs that we could create?

* Compare state (outcome) with backers count as well as average donation in order to find out how project success relates to this parameter. (Line Chart)
* Country specific charts and tables.
* Plot a chart of project success – failure related to certain goal amount.

**Bonus:**

Conclusions for Bonus: Success rate is high for lower goal, with increase in goal value success rate stating to comes down and stabilize relatively for goal range 5000 to 45000, success rate goes down drastically once the goal value is more than 45000.