**Kickstarter Campaign Report**

**Findings:**

1. Sub category gives us very detailed distribution of data and comes very handy as to choose because it shows which kickstarter sub category is more successful and which is a total loss.
2. Categorical distribution helps us analyze what kind category is more popular and is more likely to be funded.
3. Kickstarter goal must be set very achievable so that the success rate is better and is less likely to fail or to be cancelled.

**Limitations:**

1. The data provided is only representation of the data from a single site and cannot be generalized for every other crowdfunding site
2. We only have used pivot chart and pivot table for our analysis here, there may be other better waysand techniquesfor analysis

**Other table/graphs:**

There are many ways to analyze and visualize a given dataset. For this particular dataset, we have used pivot table along with stacked column pivot chart and line chart. Some other charts that could have been used are

1. Pie Chart
2. Histogram
3. Scattered chart etc.