Kickstarter Analysis Report

**1.What are three conclusions we can make about Kickstarter campaigns given the provided data?**

From the given Kickstarter data,

**1.Based on Category:**

* The highest success rates in the categories are **film and video**, **music** and **theatre**
* The lowest success rates in the categories are **food**, **games** and **publishing**
* The one thing to Point out is **technology** projects have the highest number of failed and highest number of canceled projects.
* The **Journalism** have only canceled Projects.

**2.Based on Sub-category:**

* **We have sub-categories with 100% success rate:** Top 3 are rock, hardware and documentary





**3.Based on Month:**

* **From mid-May to Mid-September,** the success rate decreased from 232 to 149 and then gradually success rates of projects started to increase until October mid
* When analyzing based on percentage of state with goal, the Percentage of successful Projects rate is high for the low goal amount.

**4..** According to the regression analysis there is a strong relationship between backers count and the amount pledged$

**2.What are some of the limitations of this dataset?**

The limitations would be the categories and sub-categories, because the data set is not large enough for all categories and sub-categories to get statistic results with the small sample size.

Another limitation is end date. the dead line date for many projects are as end date but the project status is LIVE.

**3.What are some other possible tables/graphs that we could create?**

The following are some possible tables/graphs we could create

Campaign State Vs Currency

Campaign State vs date ended conversion

Campaign State vs Goal

Date created conversion vs Date Ended conversion to get the duration of each project.