**Kickstarter Data Analysis**

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

* From the pivot table and chart by category we can find the categories that have most and least probability of successfully getting funded. For example: the projects within music category have a much higher percentage of success (77%) than journalism (0%) and food (17%). Also an interesting point to notice is that all the journalism projects in this data were cancelled.
* From the sub-category analysis, it can be seen that there is a huge variation in the probability of success for subcategories within the same categories. There are several sub-categories within the same categories having either 100% success or 100% failure. For example, within music category, there is 100% chance of success for rock music while there is 100% chance of failure for jazz music based on this data
* From the outcome by launch date analysis, looking at months of the year it is seen that the projects launched in the months of Feb, Apr and May have the highest possibility of success. When looking at it from a yearly perspective, the total number of projects have been increasing over the years until a maximum number of projects (1226) in 2015 and since then has declined. Also, the possibility of success has been high (>70%) between 2010 and 2013 and then have reduced to around 50% in the following years until 2017

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

* The goals and pledged amounts are in different currencies, so the amounts cannot be compared without conversion to a common currency
* There is no supporting documentation explaining the meaning of certain columns like ‘staff\_pick’, ‘spotlight’ etc that make it hard to use for analysis
* Limited variables available making it difficult to do a more broader analysis.

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

Additionally, a couple things we can look at is the same tables and graphs as percentages of total (shown in Additional Analysis tab). We could also do an analysis by country to see if projects from one country were more successful than another country (shown in Additional Analysis tab).