**Report on Kickstarter**

Detailed analysis and visualization were done based on the data gathered for Kickstarter project. Some conclusions can be made based of the data provided are:

1. The success rate for projects was 54% overall which is lower than what was stated by Kick Starter campaign claiming the success rate to be around 75% (one-third).
2. 3 fields tended to be more popular than other which were Film&Video, Music and Theatre. Journalism seemed to be a less admired field clearly however Plays tended to be more successful than any other.
3. Projects with a small goal (less than 5000) appeared to be more successful. The increase in the goal rate raised the frequency of failures & cancellation.
4. Interestingly, the projects picked up in the first quarter where a drop-in success rate is witnessed, which is backed by rising trends of failures & cancellation. Seems like projects initiated at the start of the year gained more success than others.

However, there are some limitations of this data set. Kickstarter has launched more than 300,000 projects and the sample contains around 4000 projects only which is 1.3% of the sample analyzed. This is not a good enough sample for clear analysis. Also, the data is only from the past 7 years, information regarding when Kickstarter was launched is vital. This would tell us the magnitude of data and what good sample size we are testing. Furthermore, projects are launched in different currencies. This surely disrupts the sample size as some currencies are stronger in value compared to the other.

There are various some other tools, if used could have aided the analysis further. Starting point should’ve been a Pie Chart where representation on state should be employed solely, this would enable to see the success/failure rate in a bigger glance.

This should be broken down further based on country-wise to illustrate the specific regions where Kickstarter was more popular than other. The Stacked column below not only shows that US and GB were more successful than others but majority of the campaigns were conducted in those regions as well.