**Kickstarter Excel Analysis Report**

From the 4000 Kickstarter projects in the dataset, we can make the some conclusions based on correlations. For example, the month for starting a project with the highest chance of success is May. Also, music has the highest chance for success (depending on genre) but theater has the greatest number of successful projects overall. Lastly, 2015 was the year with the most projects overall but also the lowest chance of success.

There are some limitations to this dataset. For example, there are no objective measures of the quality or sincerity of the projects in this dataset aside from a quick blurb. Also, much of the success might be due to advertising or media attention either of the projects individually or Kickstarter itself, yet no data on advertising is present. Lastly, many projects may show up as failed/canceled because they achieved funding elsewhere and thus abandoned Kickstarter, thus it may be useful to know how many projects succeeded without Kickstarter.

One graph that could conceivably be useful would be a comparison of how much funding a project was asking for versus the chance of success. For example, it’s possible that Rock music has a higher chance of success because they asked for less money than Jazz music that had zero successes total. Also, how long projects were active for before succeeding, failing, or canceling, would be a good graph to get an idea for how long it is appropriate to hold out hope for.