**Analysis of Kick Starter Successes**

Data comes from database of Kick Starter campaigns. The data ranges from 5/2009 to 3/2017 and contains 3,859 records. The analysis is performed in Excel.

Initially this data set was 4,115 records long. I decided to drop all the records that exceeded their goal by more than 100%. This was for the sake of creating a visualization that conditionally colored the cells according to the percent contributed of their stated goal. The total number of dropped records is 256, only 6.2% of the total data and 6.6% of the used data.

From the brief view of the data it’s clear that campaigns in the “Theatre” category did best, that category being dominated by the sub-category for “Plays”.

Future analysis will try other methods for improving visualizations.