**Kickstarter Business Analysis**

1. Kickstarter campaigns are most likely to be successful when the fund goal is less than $1000. Other businesses have a greater percent frequency of being successful than failing between $10-20,000 and $35-40,000, but the successes and failures are much closer to each other in the later ranges. There is a connection between the frequency a startup will be canceled and it’s fund’s goal, especially once the goal nears $50,000. Startup businesses able to collect their funds in the beginning of the year have a higher success rate than those who complete collection in the later half of the year. (Perhaps tax refund influenced?) Play production has been a very popular startup.
2. Market trends and popular demand shifts over time. The data’s value for projecting the success in any category is time restrained. The areas of business in the world are constantly changing, with many business types totally disappearing and other businesses we’ve never seen before coming into existence. We cannot make a prediction about business categories that do not currently exist with this data. Also, if one or a few categories have had tremendous success or failure, it may skew the summative data visualizations, leading someone to believe something about all the categories in general that is mostly true only because of one or few categories. The person analyzing the data should incorporate an analysis filtering out different categories to better understand the general trends.
3. For further analysis, a helpful graph would be a linear regression/best fit line of data points for percent success, failure, and cancelled data to see a more simplified trend. It would also be helpful to analyze the percent of success for each category by year to visualize the market trends over time for specific categories.