Based on the data provided we can see that arts, Theater and Music have a greater probability of overall success. With Theater offering the majority of Kickstarter campaigns with a total of 1369 not in a live state and only a 38.71% resulting in a failed or canceled state. Music had 540 Kickstarter campaigns not in a live state with only a 25.92% resulting in a failed or canceled state. Categories with the highest rate of canceled or failed status are Journalism with all 24 attempts being canceled and food resulting in 82.47% of campaigns being canceled or failing. Concluding that based on category alone music has the highest probability of success followed by Theater and the lowest probability of success is journalism followed by food.

Within the above campaigns the most successful sub-category for music, the category with the highest probability of success, is Rock with a total of 260 campaigns started and 100% of them successful. In theater plays held the second spot with a total or 1047 campaigns started and resulting in only 33.71% of attempts failing or being canceled. In the category of food the second highest rate of failure or cancelation showing that restaurants and food trucks were the least likely to be successful with all 140 campaigns either failing or being canceled, they do show a promising campaign with Small Bach, resulting in a total of 40 cases 34 of which were successful and 6 still showing a live status. Concluding Rock is the most likely to be successful in the category or music and while Food has the second lowest success ratio Small Batch has an equally high probability of success.

Based on data provided the later years have shown to have more Kickstarter campaigns started overall and has also shown to have the most failed and canceled. With the yeas of 2014 and 2015 showing the most success but also showing the greater number of campaigns created. 2014 had a total of 976 campaigns started of which 474 were successful and 51.34% resulting in a failed or canceled state. 2015 produced a total of 1225 campaigns of which 53.71% either canceled or failed. The earlier years starting at 2010 through 2013 had a smaller number of overall starts but had under 30% cancel or fail. Concluding while have more campaigns started with in a year shows to have a greater chance of the more being successful it also shows there will be a high probability that the over all year will result in a higher percent of canceled or failed.

The limitations within the data set are there are not an equal number of samples of each category and sub-category. While “music-rock” had the greatest number of successful campaigns based on the number started which is 260 and all were successful. Would that have been the case if they had started the same number of campaigns as “theater-plays” at 1047? Same for “journalism-audio” where they only had 24 campaigns started but canceled all 24? If they all had the same number of starts it would have given a clearer depiction of what campaigns are more viable.

So other tables or graphs that could be created could be a pivot table where data is sorted based on total number of backers. That data would show what category and sub-category have the greater probability of matching the goal set for the campaign. When I looked into this it showed me that the category and sub-category that had acquired the most backers was “food – small batch” All of the started campaigns were successful and were the only campaign to get more than 1000 backers.