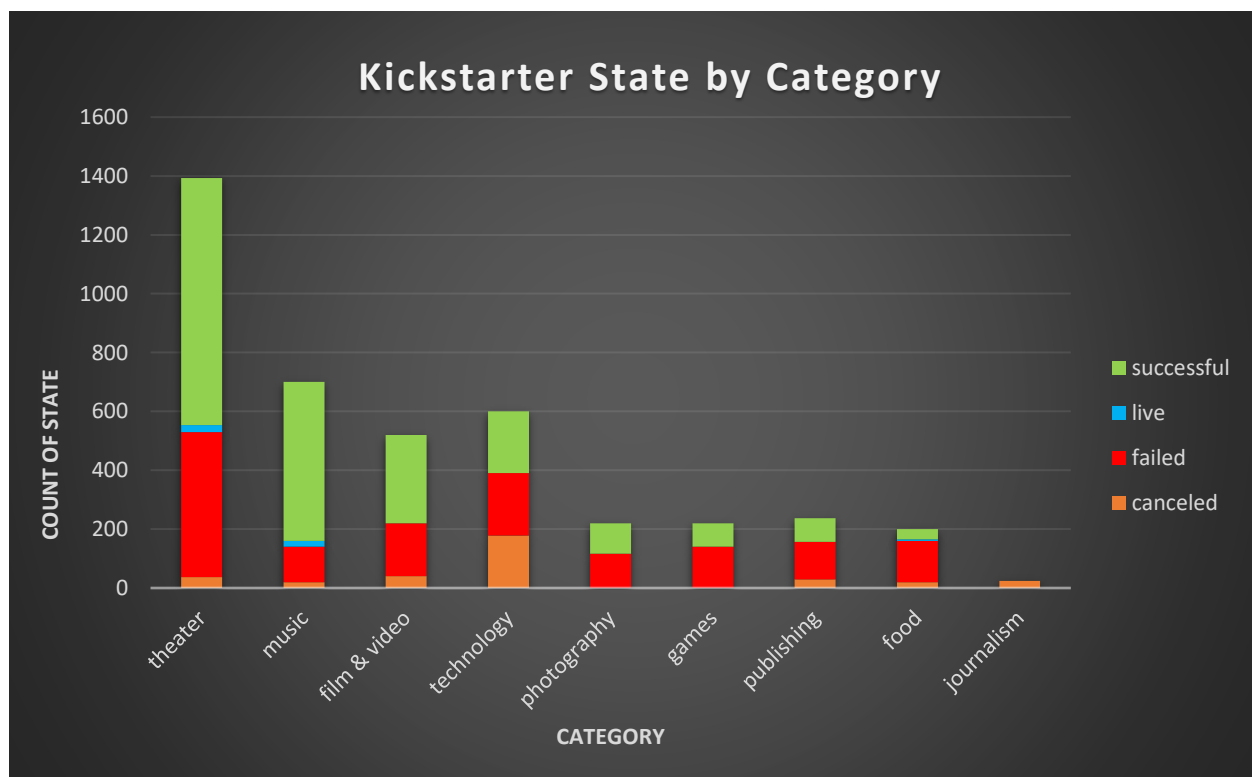


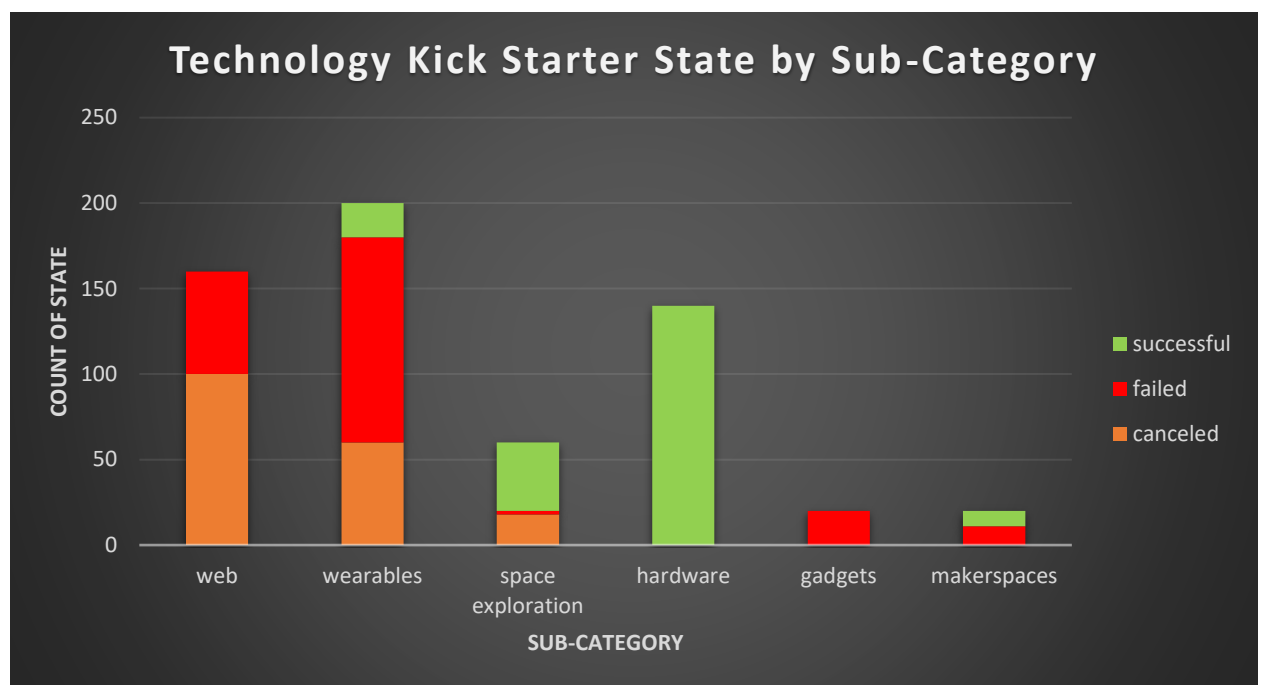
The goal of a kick starter is to set what the program believes is an achievable goal to raise money in pursuit of either bringing more use, knowledge, or viewership to whatever means the program is either selling, portraying, or putting the information out there for people to know about it. We were tasked with exploring a data set containing information on some kick starters, fund raising programs and the goals that they had set in the Month, Day, and Year that they began their fund raising. Our hope is that we can find an estimated time frame which we should start a new kick starter as well as what Category of a kick starter we believe that based on the data has a high trend of ending as a successful project in which we reach or even exceed our final goal.

One of the conclusions we drew from our analysis of the data was that music and theater had a very high percentage of successful kick starter programs as well in fact a large sum of our data belonged to the theater and music category type compared to our other categories. The image shows this in that our count of state is higher overall in the first 2 bars in the chart than all the rest of the others.

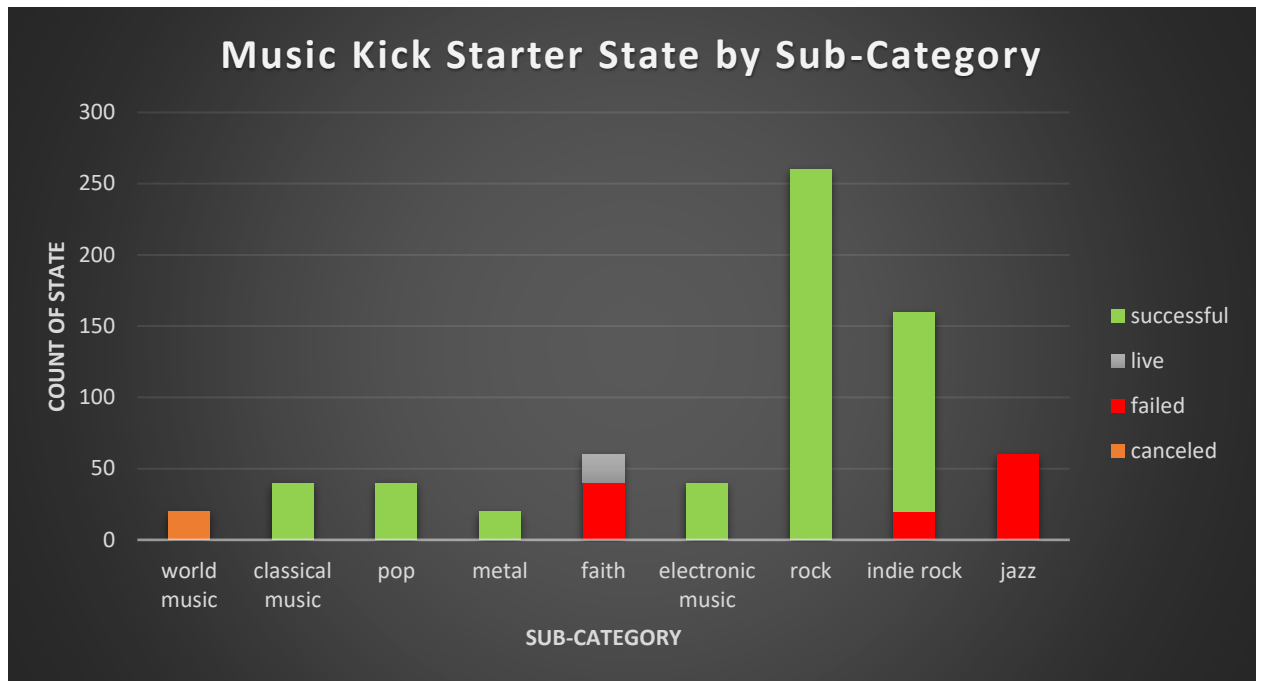


With this we would focus our decision in more in the first for categories as the data sample could prove to be more profitable in these categories of theater, music, film and video and technology.

As we dive deeper, we further conclude that we should avoid any technology kick starter programs that deals in web-based participation. We were able to conclude this as we investigated and found that there was a high number of cancelations and no successful kick starters in our Sub-Category's Bar chart that looked further into the technology Category. From the below chart we see that all our web sub-categorized kick starters failed or were canceled. This could have been due to hackers maybe trying to steal info, or people not trusting the site that they were sent to. We don't know why but we rather go with the category that seems the most optimal.



We drew our conclusion as we looked at the yearly trend of each kick starter category. We believe the best category to focus our new kick starter would be in a music concert. We came to this conclusion as we saw a high success rate over all as we look at the sub-category of music and found we can have success in many genres, except jazz for some reason.



We also can conclude that the best time for that Music kick starter to launch its start date is toward the end of spring beginning of summer. We found that more stable rate success month from April to July which probably attains to school being out people more likely to spend time out at concerts or music festivals. And for any music head we know that music goes with the times. We also found that music does not have a very high rate of cancelations due to unforeseen reasons so the likely hood of us needing to cancel should for unforeseen reasons are likely to be low. Should nothing outside the ordinary occur.

