**1st part:**

1. (Sheet3, sheet3(2)). Regarding the 1st table and graph: We can determine the most popular projects categories:

1st place)**theater** -1400 projects

2nd place)**music** - 700

3rd place)**film&video** and **technology** - 520 and 600

4th place)**food**, **games**, **photography** and **publishing**  - 200 in average.

To analyze it more accurately, I need one more graph which provides more information, with percentage attitude between different results in one category. (Sheet 3(2)).

1)**Theater** is the most popular type of projects. In terms of quantity, there are 2 times more successful projects than failed (60,2%/35,4%).

2)The **music** projects are at the 2nd place by count. But the probability of success is much higher than in previous case(77,14%/17,4%) (Likelihood of success is 4,5 times more than that of failure).

3)The **technology** category is very unstable (35%/35,5%/30%= successful/failed/canceled), and project probability to became successful or to fail or to be canceled is almost equal.

Then I would like to gauge the probability of success for the project:

1. The most successful category – is **music** (77,14%). The probability of success is pretty high.
2. Less successful categories are – **theater** (with 60% suc.prob.) and **film&video** (with 58% suc.prob.)
3. **Photography** category is at the next place (46,8%)
4. **Game** and **publishing** have about 34% successful projects.

Probability of success in **technology** category also is not high (~34%), but it is more investigated and total count of projects is higher than in the previous one. That means that result is more accurate.

1. The **food** is a category of totall failure with the probability to succeed of (17%)
2. We see a few attempts in the **journalism** category, but all of these projects were canceled(and we don’t know the reason for concelation). But consider this category to be unsuccessful.
3. (Sheet4, sheet4(1), Sheet4(2)). Before I begin to analyze the next chart, I would like to graph it also by category (Sheet 4(1). I will try to parse tendency in the most numerous categories.
4. **Theater**. The most numerous category. But we can’t find any trend in subcategories. The largest count of projects is in the **plays** category, but success is not stable (65%).
5. All projects were successful (100%) in the next subcategories:
6. **Music** - **classic music, electronic music, metal, pop**, **rock**(maximum and very successful ).
7. **Film&video** – **documentary, shorts and television**.

**Technology** – **hardware**

1. **Game and journals** – **table top games**

**Publishing** - **nonfiction and radio&podcasts**

1. All projects were unsuccessful (100% failed) in the next subcategories:
2. a) **Music** - **jazz**
3. **Film&video** – **animation, drama**
4. **Game and journal**s – **mobile game and video games**

**Publishing** - **children books and fiction**

**Photography** – **nature, people, place**

**Food** – **restaurants**

The rest of the categories have very few samples to make a valuable observations.

1. Sheet5, sheet5(2)). If we parse the tendency of the popularity by months, we can see a spike in May. The most of successful projects were launched in May. The success of later projects declines after May till September, most likely due to the Summer break and related decrease in audience interest. October and November are somewhat better, and December has the minimum of successful projects (due to winter holidays). New work begins in January.

Trend of failed and canceled projects doesn’t demonstrate any sharp spikes.

I would like to analyze success of projectsin dependence to their month of deadline(sheet 5(2)). Monthly trend of canceled projects is stable as compare with the trend of successful and failed projects. “Successful” curve has a minimum in January. But successful trend rises gradually till June-July. After that it declines till September. After that the situation remains stable, but a small spike happens in December.

A graph of the failed projects remains in the range of from 100 to 150 with only 1 point in April lower than 100 and 1 point in August higher than 150).

I would like to make a preliminary conclusion – it’s better to launch a project in May and the deadline needs to be in the period from May till July.

**2nd part:**

We have several limitations in this project:

1. We don’t know the reasons for cancelation of projects. Would they be successful if not cancelled or not? Why were they canceled? In my analyzes I considered them this might not be the case.
2. We don’t differentiate between currency. We consider it equal for our bonus project, but It’s not true. But we can find a trend in our plot and we can assess only a trend. We have to analyze all currencies and countries separately. That is why there is a deficiency in our analysis. We have to convert every currency to one monetary unit.

**3nd part:**

I created several new charts in the course of my analysis. Please refer to a bar chart of percentage distribution of successful/unsuccessful category in different categories/subcategories (Sheet 3(2), Sheet 4(2)). Additionally I create charts with another view (Sheet 4(1)). Moreover in the course of the bonus task, I created a plot, showing dependence of deadline projects to the goal budget.

Moreover, we can explore dependency of the parent category to sum of backers count. There is an interesting trend (in the technology area), or in the dependency of subcategory to sum of backers count (spike in in hardware area)(Sheet 8 and sheet 8(2)).