Written Analysis of the Challenge

It was discovered that the date on which a Kickstarter for a play is created, plays a significant factor in its success. The goal amount as well also played part in the success and the client’s play met both an adequate starting date and goal amount. That being said the goal wasn’t reached and failed. The question about the Kickstarter’s short backing window was not answered with the data provided and a further analysis showed inconclusive results. A recommendation for further analysis would be a proper in-depth study into the length of the Kickstarter backing window and its part in the outcome of a project.