The purpose of this task is to draw conclusions as to what factors may impact a Kickstarter programs success and failure rates. We were given a large, unsorted list of Kickstarter programs with information about them.

In order to make sense of this large set of data we created charts and tables to better illustrate what connections there may be between a Kickstarter programs success rates and other factors tied to it. We used tactics like conditional formatting, changing data types to make them understandable to humans, formulas to separate data types out, etc.

As we analyzed the data we looked at the success rates of different categories and how that may vary from country to country. We chose to take that a step further and also look into the sub-categories in the same fashion:
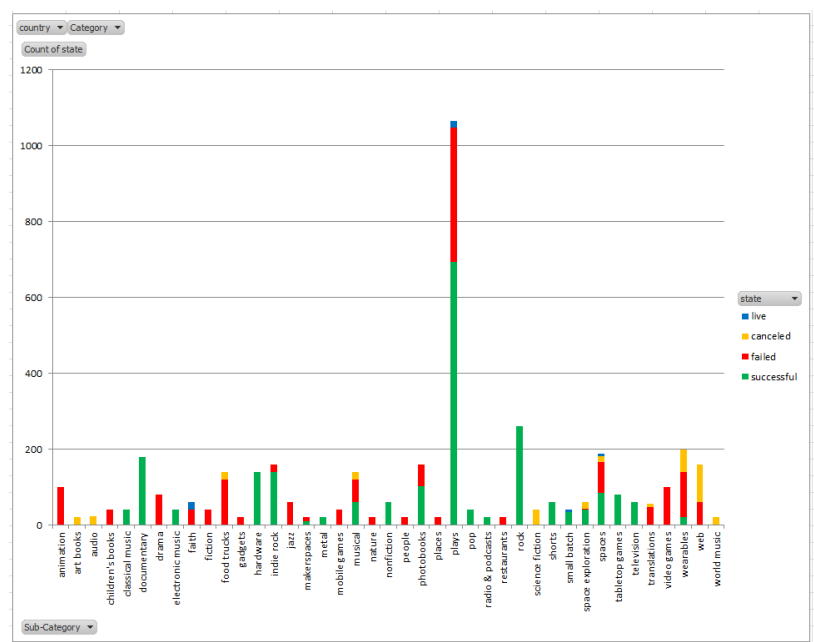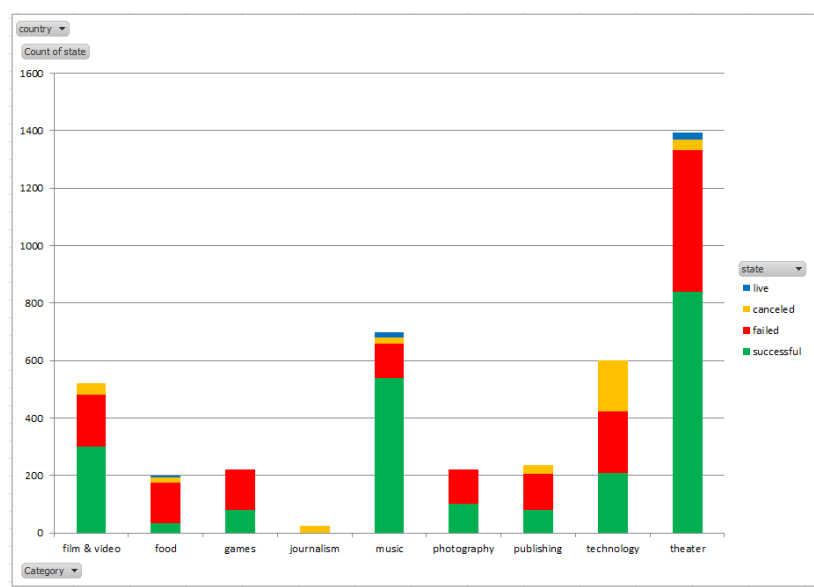
We also looked to see if there were conclusions that could be drawn about a program's success rate from the year, month, and category:
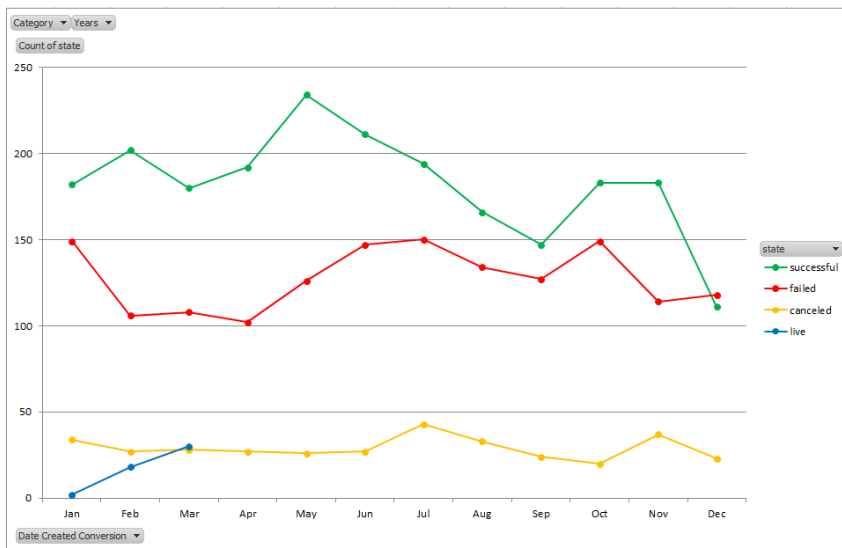
In the end what we found was:

- While theater programs had the most successful number of campaigns, they also had the greatest number of failed campaigns

Count of state	Column Labels				
Row Labels	successful	failed	canceled	live	Grand Total
film & video	300	180	40		520
food	34	140	20	6	200
games	80	140			220
journalism			24		24
music	540	120	20	20	700
photography	103	117			220
publishing	80	127	30		237
technology	209	213	178		600
theater	839	493	37	24	1393
Grand Total	2185	1530	349	50	4114

- Music had the most successful number of campaigns from a percentage standpoint

Category	Success Rate
film & video	57.7%
food	17.0%
games	36.4%
journalism	0.0%
music	77.1%
photography	46.8%
publishing	33.8%
technology	34.8%
theater	60.2%
Grand Total	53.1%

- There were a handful of sub-categories with a 100% success rate, and conversely a 100% failure rate
- The most successfully campaigns had goals less than $1,000
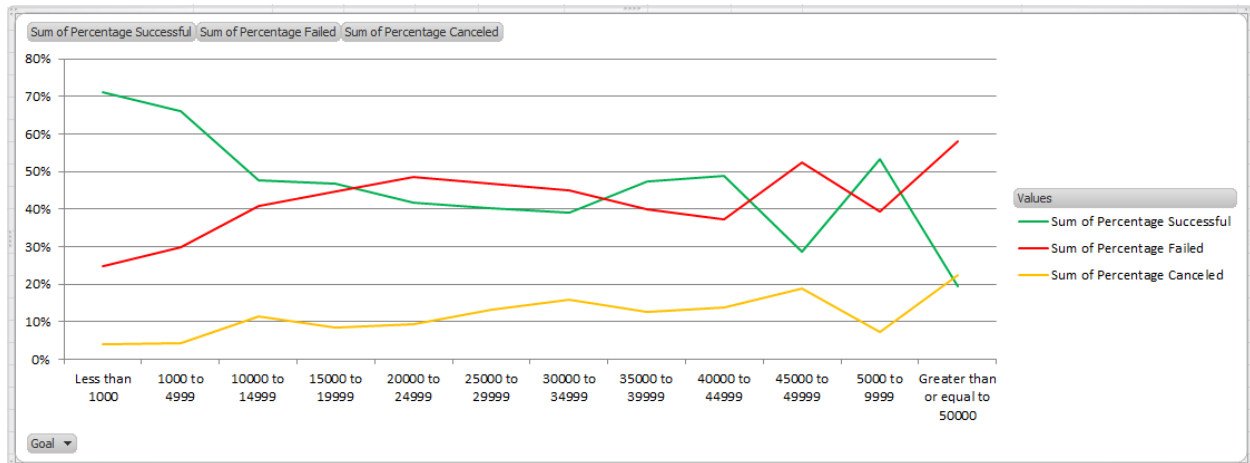
After reviewing the data I would recommend that if you plan on starting a Kickstarter campaign solely focused on success, I would recommend aiming your goal low and try your hand with music. While the success rate does drop as the goals get higher, it's still greater in Music over any other category.

Our data did have some limitations. It was loaded with unrealistic campaign goals as over 7% of the campaigns had goals less than $500. Not much you can really do with $500 dollars. 8% of listed campaigns were cancelled and could have contributed to the success/failure statistics as over 96% of those campaigns had pledge goals of over $500.

If I had more time I would throw out all campaigns with unrealistic goals. I would create a predictive model for the 8% of campaigns that were cancelled and then create a table that would allow you to toggle between adding the predicted results to the official results to see if there would be a difference. I would also look at how different countries perform in different categories over time to see if certain campaigns may be better suited to start in a certain country at a certain time period.