**Kickstarter Analysis**

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In reviewing the data provided within the spreadsheet regarding kickstarter projects, I was able to deduce a few things: With 1369 concluded campaigns, projects categorized as “Theater” appear more frequently than any other single category.

* 1. Theater projects have relatively a favorable chance of successfully being funded at just over a 61% success rate, as compared to the average across all categories of around 54%.
  2. Further, when breaking down “Theater,” we find that the sub-category with both the most concluded campaigns (662) and the highest success-rate (above 62%) is “Plays.”
  3. Finally, when looking across all years on the line graph on Sheet7, we see a gradual increase in successful funding campaigns over the first four months of a given year, climaxing with a spike in the month of May and petering out over the fall and winter months.

The dataset provided, while useful, did not come without its share of limitations. In particular, I’d be interested to see how Kickstarter’s growth in popularity over time may have had an impact on the likelihood of certain projects or categories being funded at different points in the platform’s existence. If we were to be provided with data regarding the number of competing campaigns as well as the numbers of data of unique visitors to the site during each project’s campaign run, we might be able to deduce a deeper trend within the success rates of project-types.

Finally, with the dataset given, it would be useful to analyze which categories/sub-categories of projects are most likely to receive a “spotlight” designation as well as the potential role that receiving such a designation plays into the likelihood of a campaign being successfully funded.