# Kick start summary report

## Conclusions.

All kick starts related to journalism have been canceled while theater and film & video kick stars have more than a 50% chance of succeed. Music kick starts are even better with more that 75% of them succeeding. A new kick start is more likely to succeed if it is related to music.

No music kick starts from the faith, jazz and world music have succeeded. A new kick start might be better off avoiding such sub-categories. The music sub-categories with the most success are rock and indie rock.

There is a higher success rate for music kick starts launched the first half of the year specially since 2014.

## Dataset limitations.

Some countries contribute a small number of kick starts, making a “per country” study difficult.

The currencies have not been consolidated to a single currency.

## Other possible tables/graphs

Assuming we use a formula to consolidate currency:

We could re-plot the percentage of successful, failed and canceled kick starts per goal bracket with the correct amounts (say all dollars).

In my drill down analysis above, I determined that a new kick start should concentrate on music/rock and be launched in the first half of the year. We could explore which goal would be preferable as well by plotting the percentage of successful, failed and canceled kick stars per goal bracket but filtered by music/rock. All we have to do is add two more range-criteria pairs to our Bonus “COUNTIFS” formula to pick category = music and sub-category = rock.