# Kickstarter Analysis

Outcomes Based on Launch Date

In reviewing the data by launch date there are greater outcomes of successful numbers for Theater in the months of May and June compared to other months. Failed outcomes are relatively within a similar range for all of the months between low 30’s and low 50’s. The significant increase in successful outcomes could be because of the start of the summer and society tends to plan more activities in the summer.

Outcomes Based on Goals

In reviewing the data by goals there is greater success when the goal is less than 5000, also the number of projects seem to be greater in this range. As the goal gets greater the outcomes are less. The goal might also be driven by the size of the project, if that is the case the projects with higher goals might consider reviewing their project needs in which they can reduce their goal and have a possibility of a successful outcome.

Additional options of data review:

I would also consider adding the total outcomes of their pledge, we know the outcomes of successful or unsuccessful based on their goal but I would also suggest the percentage above the goal the project was able to achieve. This data can also provide some insight on which projects were more successful in exceeding their goal and their strategy might help future projects.