Kickstarter Homework

1. A. The highest number of successful, failed, and overall projects are in the theater category.

B. The plays subcategory has the highest amount of successes and failures out of all the subcategories.

C. December is the only month in which the number of failed projects exceeded the number of successful projects during the years tested.

2) We do not know any demographics of the backers, or how much each individual pledged. We do not have any insight into why projects were canceled. We do not know how some of the live projects will end up.

3) The amount or percentage of staff picks or spotlight projects that were successful compared to non-staff pick and spotlight projects. Seeing if there is a correlation between the length of a campaign and the likelihood of success, failure, or cancelation. The likelihood of success or failure depending on country.