**Kickstarter Data Report**

At first glance, theater projects appear to be the most successful, but this is deceiving and simply a reflection of the volume of theatre projects created (1393 or 33.9% of total projects). Upon further investigation, we can draw some of the following conclusions:

1. Based on data provided, Music projects were found to be the most successful of any type of projects created (approximately 77.1%).
2. Were it not for Jazz, World and Faith sub categories of music, music projects might have had an even much higher success rate. These sub categories of music did not fare very well compared to their other musical sub category counterparts. The data suggests that people seeking funding for the three sub categories of music mentioned above may want to consider other avenues.
3. Food projects fared the worst on Kickstarter, with a meager success rate of 17%.
4. Journalism projects were remarkable in the sense that they had a 100 % cancellation rate, albeit a very small sample space of 24 projects.
5. The data suggests that the most successful projects are launched in May (approximately 60.5%) accuracy. At first I thought this would simply be a consequence of most Music projects being launched in the month of May, being that Music was the most successful category of project. Further investigation however shows a decent spread of Music projects as far as launch dates. This suggests that there might be something more significant about launching a project in the month of May.

The data is however limited in its ability to give us further insight that would help us form more complex assumptions about the underlying characteristic of projects launched in the month of May. Also, Food projects have a low success rate mostly due to food trucks and restaurants. It would be nice if the data could also give us some insight as to why that is.

We could create a table with months for rows, funding goal for columns and count of states for values. This would be the first step in trying to see if we can glean any insight as to why projects launched in May had a higher success rate. Also, an eye test of the data seems to indicate that projects that had the spotlight were successful more times than not. It would be interesting to create a table that highlights the relationship between a project having the spotlight and percentage of funding that the project received.