Kickstarter

Based on the data the category theater has more projects than any other category. The theater category has produced more successful projects than other categories. It also has high failures when compared to other categories. People might prefer live performances over other projects.

The theater category consists of musicals, plays, and spaces. Within the theater category, the sub-category – plays are leading the theater category when it comes to the number of projects. Plays had more successful projects than any other subcategories present within the theater and other categories.

By looking at the failed projects, the theater category is also leading the numbers. The music category has the second most successful projects with a low number of failed projects. The journalism category only had canceled projects. Therefore, it might be good to choose the music category since it has a low number of failed projects compared to the theater category.

Some of the limitations of this data might be that it’s doesn’t go into detail about any marketing strategies or the number of views each project had. By only looking at the money raised, it’s hard to determine if the project was truly enjoyed by the audience. By including audience ratings or views could add more value to each project and could help decide what kind of categories are people more interested in.

It would be helpful to determine if a project having the spotlight increased the chances of the project being successful. By creating a table and graph to show that relationship between the spotlight and the different states of the project could help to understand the data better.