Data analysis submitted is based upon the requested methods from the Statement of Work (SOW).

**Conclusions**

**Category Stats**

1.The data demonstrates that the projects in the past, which were categorized as ‘theater’ and ‘music’, fared better than most of the other categories based on the probability of a successful project.

They also generated the most responses(839 for Theater and 540 for music), which may possibly indicate a greater potential for success based strictly on Kickstarter supporters’ interests.

**Sub Category Stats**

2. The sub category of ‘plays’ exceeded all other subcategory tally’s and when looking at the appended chart the number of successful plays distorts any other conclusions on the chart since the numbers are so high. Subjectively, I would make the mathematical argument that it qualifies as an outlier and should be removed so the balance of the data may look more useful.

**Launch Date Outcomes**

3. The months of April thru July show higher levels of success than most any other period through the year.

**Limitations**

The clearest limitation is that the Categories (and Subcategories) are simply too diverse for useful comparison. There is such a wide breadth of what these projects are and who the target demographic might include/exclude.

Name and Blurb categories do not really give an evaluator a reasonable understanding of the scope or quality of the project. A TV project whose viewer base is larger will not compare well to a short story whose exposure to potential audiences is much less.

The data does not represent other necessary and useful factors such as economic and social conditions. Unemployment, disposable income, Language and geographical availability of necessary resources (such as internet, TV stations, Theaters, bookstores, transportation, etc.) would obviously play a substantial part of possibly explaining failures.

**Suggestions for further Analysis**

Statistical association, Pie Charts, linear regression, and running averages seem the most absent of common methods of analysis for this dataset.

It would also be necessary to normalize the time frame captured from the start and end dates, as one would expect some degree of correlation between longer projects and more successful outcomes.