**Kickstarter Report**

From looking at the data we can say that Kick starter campaigns have been successful one third of the time. Most of the successes come from the Theater category, which have had success more than 50% of the time. This does not mean that theater has the highest success rate but in absolute values it is the one with the highest number of successful campaigns given its participation.

When looking deeper into sub-categories we can see that the theater category is leveraged highly by plays, which accounts for most campaigns. Also we can see the categories that are struggling with having success because either they failed or got canceled. These would include categories such as wearables and world music. Once you look at the marco view through categories and a more specific perspective through sub-categories you can see that the technology category is mainly driven by wearables while the Theater category is driven by plays as written previously. A recommendation would be to look further into technology campaigns and see what is happening, especially with canceled campaign which had a possibility to be successful.



From looking at Chart 3 we can see that seasonality can also be a factor of whether a campaign is successful or not. As seen in the graph from March to August successes are more prominent and in the months of September through November there is a dip. On the other hand canceled campaign seem to be constant throughout the year.



Limitations of this data are that we can’t see the reason projects got canceled or failed resulting in partial funding. This is important data to acquire because the underlying reason of failed campaigns might not be the category but another situation that is being presented in this category.

Other possible charts/ tables that could give us useful insights into this would be the following.

1. A pie chart and table of the reason of failure and/ or cancelation of funding/ campaign
2. A line chart with areas to look what categories and sub categories compose the successful campaigns in each of the seasons
3. A pie chart of each category to look how much each sub-category successes account for. This would let us know in which sub-category to focus in each category.