Given the kickstarter data, we can conclude many different things. On of the biggest conclusions I noticed is that food ventures are the least successful ventures, at 19.5%. To further add to that, food trucks were unsuccessful at an astonish rate of 100% of the time. This data concludes that the probability of having successful food venture is against all odds. You are approximately 4x more unlikely to be unsuccessful than successful. On the opposite side of the spectrum, plays were the most popular and was successful 66.3% of the time (694/1047). The trend seems to be more successful with experiences rather than tangible items. Another thing I noticed is that December is the worst month to start a kickstarter with a 44% success rate (111/252).

There a many limitations from this data set. One limitation is that people are less willing to spend money and backing up a kickstarter in December due to the holiday season. The holiday season (Thanksgiving/Christmas/New Years), is a time where many people spend most of their budget on gifts for other people. People are much less willing to spend money on a project that has not proven itself to be valuable or delivered within a specific time period. You can also take into account that a very popular holiday is Valentine’s day, where many couples engage in intimate activity. Nine months after this holiday is approximately the time it takes for a baby to be conceived, which also falls towards the end of the year where people have less disposable income.

Another limitation that I came across is in regard to food ventures. Food ventures have been the least successful kickstarters, at 19.5% (34/174). Food trucks were 0/140). One important detail to take into account is that food ventures are extremely limited when it comes to location. They are either tied to a fixed location (restaurant) or there is an incredible amount of work that needs to be done in order to secure a public location for just a few hours.

One graph we can create is show how many successes, fails, and lives each country has in total. To do this, you would select State under columns, country under rows, and count of the state under values. This will show the overall gist of how each country does in regard to successes, failures, and cancellations. You can also add a quarterly filter to construct the data to show the numbers per quarter for a better understanding.