1. Overview of Project
   * The purpose of this project is to provide insight about the outcomes of several Kickstarter campaigns as they relate to various categories and geographic locations.
   * The analysis should inform the customer around what goals and other criteria she should strive for to improve her odds of success.
2. Analysis and Challenges
   * The analysis looked at the question of success from two different angels, the date (month) it was started and the goal amount that was forecasted. We then attempted to chart success based on start date and success based on goal to determine if those variables may lead to success.
   * There were no significant challenges on this exercise primarily because I am familiar with Excel and the functions that were used.
   * I can see if someone is not familiar with how to use pivot tables and some of the excel functions (countifs, etc.) how this might be challenging. The examples and videos provided, however, provide excellent walk throughs to assist in that.
3. Results
   * The start date does not appear to hold any real indicator value with regards to failures. The amount of projects that failed remain more or less constant over time, regardless of the start date. There must be another variable leading to failure.
   * Successful outcomes appear to be more prevalent if the project is started in the summer months. Starting projects during that time frame may help, but not guarantee success.
   * When examining the goals aspect of the analysis, it appeared that projects with a goal of less than 15,000 were more likely to succeed. The crossover point of more projects failing than succeeding occurs at the 15-20 level.
   * There is not single measure that will guarantee success or failure, a number of variables, some of them not quantitative come into play. I would surmise that to have a higher chance of success a project with a goal of less than 15K and started in the summer months may be preferable. This data is limited in its breadth to only Kickstarter projects, there is likely data from other funding sources that can lead to vastly different results.