**Kickstart My Chart**

After collecting, organizing and comparing data in a timeline, one can observe that the at the beginning of the year in January with a somewhat healthy successful/unsuccessful of 49.6% when adding the canceled and failed projects together with a total of 367 that month. As time went in February with a 57% of successful projects with 353, slightly less than the month before. In March the overall amount of projects being produced were less but declined a bit to 52% of projects being successful and a total of 346 projects. The second lowest month for projects was April with 321 and a success rate of 59.8% which is showing great increase in quality. During May, which was the 2nd highest month with overall productions with 386 and a success rate of 60.6% with a slight increase. June was when the turning point for success started overall and started falling to a 54.% success rate out of a total of 385. July yielded the month with most projects, maybe in an attempt to flood the market with products to pick up with diversifying with 387 productions, but success rate keep falling to a 50.1%. August saw a drop of productions of 333, probably to be more modest after being too ambitious, the success of this month was 49.84%. September the amount the kept going down to 298 and a success rate of 49.32% showing the falling trend of success. During October the success rate picked up a bit to 52% with a total of 352 productions. November had a success rate of 54.8% and with less productions than October, having 334. December was the overall worst month also with less productions (252) and a success rate of 44%.

Some of these can be attributed to trends in summer break and activities during which would give the need for entertainment or activities and of course Christmas Shopping which is primarily done in November and the low amount of products in December which could be due to less workdays and unfocused projects due to anticipation of vacations. The sudden fall of sales could be attributed to people already having gathered their needs in preparation for these specific periods. Canceled products did not really have any indication of affecting business, because observing the dates with most canceled projects and their success rates you can see that they weren’t the worst months for productions

Looking at the products individually you can observe that the most successful ones were classical, documentaries, electronic music, hardware, metal, pop, nonfiction, radio & podcasts, rock, shorts, small batch, table top games and television were 100% successful with no cancelations or failures and should be the focus for investments. The category with the most productions out of all was plays and the one with the most successes, but it also yielded the most failures, with a 66% success rate. Another with a good amount of success is indie rock with 87.5% success rate, space exploration 66.7%. Less than successful were musicals 43%, and makerspace with 45% and wearable with 10%. Products to avoid completely were animation, art books, children’s books, drama, faith, fiction, food trucks, gadgets, jazz, journalism, nature, mobile games, nature, people, places, restaurants, science fiction, translations, videogames, web, world music with 0% success.

Reviewing categories as a whole you can observe that the category with most successful productions was theater with a ratio of with a number 839 to but it also yielded most failures with 493 and with 37 canceled productions which is a ratio of roughly 60% success ratio. The most successful overall was music with 540 to 120 which is 77% success ratio. Film & Video was also successful with 57.7% success ratio. The rest that were moderately unsuccessful were games 36%, photography 46.8%, technology 34.8% and publishing 33.8%. Food altogether was a failure with a 17% success ratio.