**Kickstart My Chart**

Having the information helps bring insight upon the tendencies of the campaigns. Using Bar charts from the categories and subcategories, you can make an assumptions depending on which of campaigns would likely be more successful, failed or canceled. Subcategories would yield a more specific prediction and could help focus on strengths and weakness of a certain category, while the category yields the overall success. It could tell you what to work on, what to leave behind all together and what works depending on the interest, which could help with strategy depending on the focus of efforts, investments, etc. Also what is the most likely or least likely by means of personnel focus or ease of facilitation by each of the criteria in general or specifically pertaining to the campaign.

By looking at the Timeline of the end states of the campaigns you can see what periods were more successful for the campaigns and which were not by assessing them vertically. You can roughly see the differences in height which would give you an idea of the surplus or deficit of their end results for the month observed if you choose to compare them. It shows as well which month had more successful, failed and canceled campaigns overall. Giving information on which month had more campaigns happening at the time and which had less, in itself telling what time was more productive for general output of number of campaigns. Trends in the output and how successful they were.

When observing the percent of successful campaigns proposed goal amounts, it is evident that the lower the goal, the higher it’s success rate. As the amount of the proposed goal rises, there is almost a constant rate of rising cancelations, which makes the unsuccessful campaigns higher percentage, but not to an alarming rate, for it being a low rate of change. The failed campaigns follow the cancelations rise of percent but with a higher percentage, stops rising at 49% at 20,000 to 25,000 falls 37% at 40,000 to 45,000 only to rise to it’s peak at 50,000 at 58%.

Some of the limitations of the data set would be what teams of people are involved in what projects and the people who comprise the team, which left, which stayed and which transferred to other teams and other personnel, creator, author, artist fields that could affect quality of the campaigns. It is not observable in a timeline the categories and subcategories as whole, so you can’t observe what moment was best and factor when a campaign was successful and deviated or vice versa, to help you get a more concise reasoning to why it worked or didn’t work. The reasoning or invoices behind the amount for the goals, to see whether they were realistic or not based on their unstated needs for funding. Another limitation is on what basis were the campaigns canceled, if it was a trend for failure based on what stats, personnel infighting, changing of staff, firings or unrealistic expectations by means present. The graphs did not indicate which campaigns were overtly successful surpassing the goal met by a certain manner, besides in the data sheet with the color formatting.

Other possible graphs and tables that may have been used would be scatterplots that may have given formulas (logarithmic, linear, exponential, etc.) to follow a trendline, pie charts by success and failures by categories, subcategories, successful and unsuccessful as a whole, by quarter or each by month. Box plots that would give the mean, median, central tendencies, 1st and 3rd quartile which are used to find the outlier boundaries which are used to remove or identify outliers more clearly that would skew the average and variance significantly as to how this box plot is graphed, either a year, by month, quarter and in context with category, subcategory, successful, failed or canceled. Bar graphs by category, sub category by month, quarter, or as a whole, the three states side by side or stacked vertically or just focusing on one, or any combination, like majority of sub category campaigns, or category campaigns. All the different contexts would yield a new specific or general representation depending on the criteria.

Analysis of data:

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.