# Results for Kickstarters

#1.

* It can be stated that the most backed Kickstarters are within the theater/plays category and sub-category, as well as the most successful
* Technologies seem to have trouble with launching since there is a high number given for the cancelled outcome for the category. It can be said that there seems to be a trend for pulling out of the technology at the end going into the beginning of the year and spikes up slightly for the mid quarters. On a side note, that technologies seem to tip towards failure in the 2nd to 4th quarters of the year.
* It can be easily stated that the United States are the one of the highest countries for Kickstarter totals, and it can be concluded that the Kickstarter campaigns that involve some source of entertainment in the categories of music, theater, and film & video have the higher chances at success, with music having the lowest failing rate.

#2

* It can be very inaccurate to try to find a definite trend with only 7 years’ worth of data, it would only make more sense to see what categories have been really falling off and which ones have really taken off within at least a 10–15-year span especially what was popular and unpopular going into the new millennium and discerning what a new generation would find appealing
* There could be more insight on this final data set and chart sets to know which days of the month backers tend to donate the contributions to get started and to find a trend on when projects tend to get cancelled to avoid the trend to the best of the facts given.
* Also having data telling the ages of the backers in order to see what target audience certain category or sub-category can be more effective based on age range and the country those ranges apply to and whether it was an individual or a group of investors backing certain projects.

#3

* A scatter chart could have been an incredibly good visual aid for certain values and what the trends were between the failed and successful states.
* Pie charts as well would have been a great representation tool in order to really see what parent categories have taken a large chunk of the backers’ market
* Another pivot chart can help seeing which deadlines were met and which launched at campaigns had enough time to start or did not have enough time to get the ball rolling on that specific month/ year. You can even add what country was more likely to not give adequate deadlines for certain categories.