# Kickstarter Findings Report

## Conclusions



1. Performance related campaigns, such as music, theater, and film & television and the highest success rate
2. Journalism has the lowest success rate.
3. Within the music gategory Rock has the highest numbers of success with no failed campaigns
4. As one would expect, the lower the goal the greater the chance of success.

## Data Limitations

1. The data does not include information indicating how many days it took a campaign to reach its goal.
2. Data does not contain any metrics on the campaign creators other than country of origin

## Additional Tables or Graphs

1. Average donation by category and subcategory, filtered by status.
2. Average status by date ended filtered by category and subcategory.
3. Duration of campaign to Success Rate filtered by category and subcategory.