**Conclusions about Kickstarter Campaigns**

Conclusions:

1. Based on category “Theater” had the most successful Kickstarter campaigns however “Music” had the highest success rate percentage (This can be asserted by visual analysis of the stacked column chart alone, but it is supported by the figures displayed in the pivot table).
2. Based on Sub-Category “Plays” garnered the most total campaigns and the most successes. Campaigns for “Rock” were the only sub-category that was 100% successful in reaching their funding goals with 200 or more total campaigns attempted. All but 3 sub-categories have less than 200 attempts, and of those remaining, 11 sub-categories were 100% successful in obtaining funding.
3. Based on the dates of when a Kickstarter campaign was created several assertions can be made:
   1. There are a higher number of successes when the campaign was created in May.
   2. May and July were the months with highest number of attempts to create a Kickstarter campaign.
   3. December had the lowest frequency and the least amount of successes, as well as, failures surpass the number of successes.
   4. Kickstarter Campaign cancelations are relatively linear Except in January, July, and November.

It would be my recommendation that if you either wanted to be a backer or start your own Kickstarter campaign, the category with your best odds of success would be “Music” at a 77% success rate followed by “Theater” at a 60% success rate.

2) One limitation is the information regarding at which point in the timeline did each campaign become successful. To decipher the average length of time to become a successful campaign, could further solidify which category would be a solid investment of time and money. Time could very much be a factor in the overall success of the product. Another limitation would be that we do not know what months correlate with the greatest number of donations by backers, this could help decipher why start dates in May are more successful and why those start in December fail more.

3) A table/graph illustrating the correlation between “successes” and those campaigns that are spotlighted and how many backers were needed to make a success. As well as, a table/graph that illustrates the correlation of “successes and failures” and “staff picks” to see how that affects each category. A third option would be to create a graph illustrating the “Average Donation” by “State” and “Staff Pick.” Last, a bar or column graph illustrating which category or sub-category has noticeably higher goals.