## Three conclusions we can draw about Kickstarter campaigns

From the data available, we can conclude that the US has the greatest number of Kickstarter campaigns with 3038. Singapore has the lowest number of Kickstarter campaigns, with just 1.

‘Theatre’ is the category with the most Kickstarters; with ‘Plays’ as the sub-category with the most Kickstarters.

2015 had the most Kickstarter campaigns as well as the most Kickstarter campaign successes. This is following a sharp increase of the number of campaigns from 2013 – 2014.

## Limitations of this dataset

Sample size – only 4000 campaigns included over a 9-year period may be misrepresentative of Kickstarter as a whole.

## What further work could be done?

It would be beneficial to analysing market trends if we could compare the ‘spotlight’ and ‘staff pick’ categories against the state of the Kickstarter. As this may give us further insight as to why certain campaigns are successful and others aren’t.

Looking at successful campaigns each month, to determine if there is a trend where certain months are more popular, i.e. are the months running up to Christmas more popular?