**3 conclusions.**

The top 3 successful campaigns are Journalism (100%), Technology (67%), and Photography (62%). The theater has the biggest number of successful campaigns counts; however, the success rate is only 54%. Games and Food has the lowest success rate. From this result, I can tell games and food crowd fundings are relatively harder to attract support.

The top 3 successful campaigns are Audio and World music, Translations, and Television. Science fiction, Mobile game, and Food truck has the lowest success rate. From this result, I can say that some niche categories tend to be unsuccessful without special promotions.

Campaigns that are created through June to July tend to be successful, and the success rate decreases from August and almost flat out till December. When you look at Technology category, success rate is the highest in January and June, therefor releasing the beginning of the 1st and 2nd FY seems like increase the chance of successful campaign.

**Limitations of this dataset.**

This dataset lacks geographical diversity. It only has data from western world and Australia, not from Asia or Africa. This analysis might not be universal since most of the campaign is from the U.S. When you filter by the country, each country other than the U.S. only has a few campaigns listed in the dataset.

This dataset does not show how people promoted their crowdfunding campaigns. I believe strong marketing/promoting campaigns contribute largely to making crowdfunding successful. To understand “the trick” to funding success, it is crucial to know how they promoted their campaigns, like through social media, TV advertisement, web Ads, or publicizations.

**Other possible analysis that we could create, and its additional value.**

Average donation per parent category will help people to figure out how many backers they need to succeed in their crowdfunding campaign and build a strategic promotional campaign to boost the number of backers.