**Analysis of Kickstart Campaign Data**

**Most Common Kickstarter Categories**

One of the big take-aways from the analysis of this data is that the most common campaigns on Kickstarter are ones in the category of theater and more specific subcategory of plays. This however does not mean plays have the best chances of success on kick starter; it only means that these campaigns are more numerous. Still, even the number of successful campaigns in the subcategory of plays dwarfs the next in line.

**Kickstarter’s Worst Month of the Year: December**

If one were to start a Kickstarter campaign, one would be best steer clear of the month of December. Not only does this month have the lowest number of successful campaigns of any month, but it is the only month in which there is more campaigns which have failed then succeeded. Perhaps this can be attributed to backers spending their money on Christmas gifts rather than funding projects. The data clear show that the best time to start a campaign is in the spring (peaking in may).

**Relation of Needed Funding to Success**

This perhaps should not be shocking, but campaigns are more likely to succeed the smaller the required funds. This is clearly shown by the trending downward of the percentage of successful campaign as more funds are needed. Inversely, campaigns are more likely to fail or be cancelled the greater the funds.

**Additional Thoughts**

There are some graphs/charts I would like to see to further analyze this data. For instance, I would like to see a chart expressing percentage of successful, failed, and canceled per each category to better understand which Categories are more likely to be successful. Further, a chart expressing the relationship between category/subcategory to the required funds might explain the reasons for these percentages.