**Analysis of the Success or Failure of Kickstarter Campaigns**

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1. Three conclusions we can draw about Kickstarter campaigns:
   1. Based on broad categories, Theater Kickstarters are the most successful, with Plays being the most successful subcategory. The least successful campaign is journalism.
   2. Over time, there have been fewer successful campaigns.
   3. It appears that the smaller the goal the more successful the campaigns are.
2. We do not know the actual cost of the campaigns. We also do not know how much money was actually raised. And we do not know what the criteria is for success or failure.
3. Amount pledged compared to goal compared to actual amount raised.