Kickstart Campaign Conclusions

Kickstart has been successful in helping projects get their start through crowdfunding. The most successful campaigns are in the categories I feel are most noticeable in our everyday lives, theater, film & video, and music. The most successful campaigns are those hosted around the summer months, May and June, and least successful are the holiday months, November and December. The most successful countries for a campaign are the United States and Great Britain. Limitation to this dataset would be backer information and states and cities within a country. With backer information such as organization information, company type, age groups, states and cities, a start-up could focus funding to specific areas, specific types of people and organizations. A helpful table would focus on countries to determine counties interests. Also, a table on the duration of a campaign to determine if there is an optimal campaign length for the different categories.