**Kickstarter Data Returns**

In this search of the past 4,000 projects on Kickstarter were reviewed for trends and success. The factors considered were types of campaigns, success/failure, and profitability outcomes.

Observed Outcomes

* Entertainment campaigns are the most popular form of project. Along with this they are consistently a successful form of fund raising.
* Film, Music, Technology, and Games grossed both the highest % of funding over 100% and the highest average donation returns. Although the games and technology sectors did not share the same success it does indicate a market interest from investors.
* Funding success tends to boost during early spring and appears to drop during the holiday seasons.

**Data Set limitations**

* Presentation information/quality
* Project outcome
* Projects undertaken by company or individual
* Funding location

**Potential Analysis of Data Set**

* Length of time for fund raising to success/failure
* Staff picks and spotlight feature in relation to success
* Percentage funded over 100 %
* Location vs. success or failure