Kickstarter Campaign Analysis

# Conclusions

* Given the data, the arts had the most success with Kickstarter campaigns. In particular, campaigns fundraising for theater projects saw the greatest number of successful campaigns, outpacing the second most successful, music, by nearly 300 successful results. That said, campaigns to fund music projects had the best success percentage at 77%. If a musician is looking to advance a project, Kickstarter would be a good place to establish a fundraising campaign.
* Campaigns fundraising for technology projects saw the least amount of success. These projects saw failure or cancellation in 65% of the campaigns attempted. Tech entrepreneurs may want to explore other funding option in order to achieve a successful campaign.
* Campaigns started in the first half of the year, in particular the month of May, saw a greater number of successful campaigns. As the years progressed, the number of successful campaigns decreased and hit lows in the month of December.
* Fundraising campaigns with goals between $0 and $9,999 saw the highest percentage of success. However, one must take into account that meeting the threshold of success is low if your goal is set in the single or double digits.

# Limitations

* While these results may extrapolate to larger data sets, we must acknowledge that this data set represents slightly over one percent of the 300,000 projects that have been launched on Kickstarter.
* Categories not included in this data set that may exist as Kickstarter categories may change some of the conclusions stated above.

# Further Analysis

* It might be interesting to see the relationship between spotlight/staff picks and success. Does highlighting campaigns increase the number of successful fundraising efforts?
* Comparing the length of a fundraising campaigns to the outcome may also reveal interesting results. Do longer or shorter campaigns yield more success and does goal level play a role in this relationship as well.
* With the success of theater campaigns in this data set, it would be interesting to see how this breaks down across all counties and theater sub-categories.