Conclusions:

* Campaigns are most successful during the summer.
* Performance arts have the highest volume of campaigns.
* Campaigns have been becoming more successful over time.

Limitations

* Small samples for many categories and subcategories
* Is failed vs cancelled a useful distinction?

Other Tables:

* Charting the average backers or donation/backer by outcome, to see where to target marketing.
* Charting the difference of the launch and deadline of successful vs failed campaigns to decide our strategy.
* Comparing the success rate of campaigns that received staff picks or spotlights to see if it provides a boost.