1. Conclusions
   1. Conclusion 1

Selecting the right category increases the chances of success. Looking at the data, there is a better chance of success if the campaign is in the entertainment industry, specifically the categories of theater, music and film & video. It also shows that these categories attract a lot of Kickstarter applications.

* 1. Conclusion 2

Even if a category has a favorable success rate, not all the sub-categories in that category enjoy the same level of success. It means that there will be sub-categories there that will have lower or no success at all. Same can be said of the categories that have lower success rate, one can find a sub-category there that enjoys high success rate.

* 1. Conclusion 3

Best months to start a campaign

1. May (Best)
2. February
3. April

Worst months to start a successful campaign

1. December (Worst)
2. September
3. August
4. January

Months with highest campaign launches

1. July (Highest)
2. May
3. June
4. The limitations of this data set are that it does not provide any background information on why a campaign succeeded or failed. The data will give you a picture of which categories and sub-categories are considered hot, based on the campaign counts but the three charts are missing data like backer counts which may provide a better picture of success and failure. Another limitation is the lack of background information like market trends or socio-economic situation, these data will add value to the analysis.
5. Other charts that may help
   1. Number of Campaigns Per Country
      * This will give you an idea which countries a lot of support for crowd funding
   2. % Success/Failure Per Country
      * This will give you an idea of the success rate for a particular country
   3. Chart that displays the distribution of Funding Goals (for both Successful and Failed campaigns)
      * Provide an idea of what range of Funding Goals to aim for
   4. Chart for Success/Fail VS Category/Sub-category based on number of backers
      * Provide a picture of how the number of backers affect the result of a campaign for a given category and sub-category