**Conclusions about over 4K past campaigns reported on Kickstarter database:**

1. Based on the category vs. outcome analysis, most **successful campaigns** came from **theater** category (839), vs followed by **music** category (540), and **film & video** category (300). However, **music** had highest percentage of success (77%), followed by **theater** (60%), and **film & video** (58%).
2. Based on the sub-category vs, outcome analysis, most **successful campaigns** came from **plays** sub-category (694), vs followed by **rock** sub-category (260), and **documentary sub-**category (180).
3. There is seasonal aspect to campaign outcomes with most pronounced drop in the last quarter. Noticeably, the month of May had the highest number of successful outcomes vs. December the lowest.
4. Outcomes Based on Goal chart indicated that smaller campaigns, less Than 5000 are most likely to succeed.

**Limitations of this dataset:**

* The dataset used only represented about 1% of the total number of Kickstarter campaigns conducted. Hence, a sample selection criterion may affect its makeup.
* There could be possibly additional categories or sub-categories that our dataset failed to be included and considered in the analysis.
* Scope limitations – factors not analyzed that affect outcomes, i.e., blurb, country, currency, staff pick, or backers count, spotlight.
* More information about backers’ details could possibly give us more insight about campaign analysis.
* Lack of information about the Backers restricted our ability to conduct further analysis as to which types of Backers are most associated with successful campaigns.

**Possible tables and/or graphs we could create:**

* Outcome classification by project duration
* Outcome classification by country
* Outcome classification by “staff pick”
* Outcome classification by Average Donation
* Number of backers vs. category
* Graphs related to spotlight