Kickstarter Data Analysis

# Conclusions

1. Theater, specifically plays, had by far the most total Campaigns, Journalism the fewest.
2. Technology campaigns were most likely to be cancelled
3. Theater Kickstarter campaigns are more numerous during Summer months, slowest in the middle of Winter.

# Limitations of Data Set

1. Are there differences in search ranking or visibility of campaigns on the Kickstarter platform that impact performance?
2. Data is only through May 2017
3. Live campaigns are included in analysis, but outcome is not clear.

# Other possibilities for Analysis

1. How does the amount of the goal impact outcome?
2. Which categories have the most backers, which have the highest average donation?
3. How does being a “Staff Pick” impact likelihood of success, does this vary by category?