**Kickstarter Campaign Preliminary Analysis**

**3 Conclusions from the Data**

1. **Seasonality**

Over the course of nearly 9 years, the data shows that overall December is the least statistically desirable month in which to launch a Kickstarter campaign. May had the highest number of successful campaigns by month over the same time period.

1. **Theater is Live on Kickstarter**

Theater is by far the largest category for Kickstarter campaigns – 34% of all Kickstarter campaigns are in the theater category, followed by Music at 17%.

1. **Music Thrives on Kickstarter**

The highest success rate by Category for all Kickstarter campaigns during the 9 year period was music at 77% followed by theater at 60%.

**A Sure Thing?**

Campaigns for Rock Music, Documentaries and Computer Hardware had 100% success rates over the course of nearly 9 years a data. A cautionary note, 41% of all completed Kickstarter Campaigns during this time failed.

**Dataset Limitations**

The data set does not include many important factors including levels of promotion that were done by the campaigns, backgrounds of Kickstarter candidates, perceived quality metrics for the Campaign blub, and others.

**Other possible Tables/Graphs**

Additional tables and graphs could include staff favorites to successful campaigns, whether Campaign goals in failed attempts were realistic in relationship to other campaigns, number of backers to successful campaigns vs failed campaigns and many more.