

## Conclusions

1. Over all categories and years, campaigns tend to find more success in the summer months (May-July).
2. Music and Theater categories have the two highest percentages of successful campaigns. Rock and Plays are the corresponding most successful sub-categories.
3. Food trucks have the lowest success rate.

## Limitations

1. The data are only for 2009-2017, an 8 year period. More data over a longer period might help find more accurate conclusions, and could correct for short-term trends.
2. The “live” kickstarter projects compose a tiny fraction of the overall data and don’t really add any useful information since the campaigns have not concluded yet. I don’t think they need to be there.
3. There is no information in this data regarding how these campaigns were marketed to potential backers. Was there a social media campaign? How did people know these kickstarters were active aside from just perusing the site? How much money did they spend getting the word out? That information could be vital to determining a success metric.

## Additional Charts

1. It would be useful to compare “state” to both “staff pick” and “spotlight” variables to see which is a better indicator of success.
2. Since we have date started and completed for all but the “live” kickstarters, we could create a new column called “campaign duration” and compare that to “state” to see if there is any correlation between duration of the project and likelihood of success.