1: Three Conclusions

1. It doesn’t matter what category you’re kick starter campaign is in, it is going to be difficult to have a successful campaign. Over half of the campaigns in total fail.
2. Theater, specifically plays, had far and away the most campaigns in total and only about 2/3rds of them were successful.
3. There seemed to be more campaigns being run in the spring/summer vs. the fall/winter.

2: It is only about 4000 campaigns, so it isn’t the largest sample size. There are also a lot of very small campaigns who didn’t raise any money, so there are outliers with this data.

3: We could also have created a table which compared the average donation with the whether a campaign was successful, failed, canceled, or live. Or we could compare the country to the success rate of the campaign.