**Kickstarter**

Only a small amount of Kickstarter campaigns are successfully able to meet their funding goals. Lot’s of time is spent researching successful campaigns to find blueprints for success that can be replicated. We looked at past campaigns data to see what are similarities of effective Kickstarter campaigns.

We looked at campaigns by category to see which ones had the best results. The data shows that there are wide disparities between types of categories and what is likely to have success or failure.