**Based on the above charts, we can make the following conclusions:**

1. Theater projects, specifically plays, are the most common Kickstarter campaigns
2. However, music campaigns, especially Rock music campaigns are the most likely to be successful (comparing percentage successful against percentage failed/cancelled).
3. Campaigns launched in the Spring (Q2) have a slightly better chance of success than those launched in the winter (Q4)

**Dataset Limitations**

It would be useful to know how much marketing went into each campaign. I.e how many times the campaign was shared on social media, and on which social media platforms. Presumably, campaigns that go viral are more likely to be funded because they reach more people.

It would be nice to see which platforms were crucial to the success. For instance, was something viral on facebook before it met its goal, or is twitter the more useful platform to initiate a viral campaign

While we can obtain the average donation, it would be nice to see drill down and see if how many of the campaigns had a very large, single donation (with many other small donations) versus how many successful campaigns had mostly medium donations. In other words, what’s the standard deviation of the donations for successful campaigns

**Additional Charts**

A good chart to look at would be how many successful projects were also Staff-picked. (Status vs Staff-picked) Presumably, staff-picked projects have a greater chance of success because they appear on the front page of Kickstarter, but are those the only ones that are successful? I’d also like to know what categories and sub-categories are most likely to be staff-picked. (Category vs subcategory vs Staff-picked)