Conclusions

* Plays, as a **sub-category** of Theater, make up about 25% of all Kickstarter campaigns and number at least 50% higher than the next highest **category** of projects. We may conclude that Kickstarter has carved a niche business in the performing arts and funding their projects.
* Monthly Successful Campaign Rates are relatively constant between 50% and 60%. It is possible that people are busier at the end of the year with holiday and end of year tasks, as evidenced by a lower completion rate and a lower over campaign number in December. The year’s most successful month is May for both submissions and completion.
* Technology, out of all nine categories, has the highest number of cancellations and the second highest cancellation rate as a percentage of total campaigns. Technology, in general, is a very fast-paced industry, and often times, a technological solution or idea may become obsolete or overcome by events very quickly.

Limitations

* We don’t have time of day data, and could be missing insights concerning whether time of day matters in the success of a campaign.
* It would be nice to summarize campaigns by the people leading them. Many campaigners have multiple campaigns and it would be interesting to analyze the data by campaigners. The current data set doesn’t have an identifier or column for campaigners.

Possible Improvements

* We could use the newly created date columns to generate the day of the week for the campaign and then chart to see if any days of the week were better than others for the success rate of a campaign.
* It could be interesting if Kickstarter could apply some universal attributes to each campaign that could be sorted and analyzed across all categories. For instance, having data on whether or not a campaign is a product or a service could give us insights as to what retains the most backer interest.
* It would be interesting to measure the success rate of the staff picks against the total population.
* Summarizing the data by country may show some geographical trends.