Conclusion 1 – While theater projects were the most popular to launch, the music projects were the most likely to be successful.

Conclusion 2 – You can make some generalizations based on category when you consider the sub category you can see that even within the generally successful music category there are sub-categories that are successful (indie-rock, rock) and others that are not successful at all (jazz, world music).

Conclusion 3 – In looking at this chart you would conclude that the best time to launch a campaign would be April or May, those months have the highest percentage of successful campaigns. However, if you sort by category you can see that varies as well, for example theater campaigns mirror overall totals while music campaigns performed best when launched in January.

Limitations: There was nothing in the data set to measure the effectiveness of the campaign page itself. If there was data to compare each campaign page, such as the length of description, how many pictures, number of incentives, a subjective rating of the effectiveness of the pitch, etc. With that information we may be able to determine other factors that contribute to the success of the campaign beyond the category, sub-category, and date of launch.

Other Tables/Charts: We could look at the average donation of by category, sub-category, and state. I would be curious to see if there is a significant difference in average donation across those areas. Should certain categories or sub-categories be incentivizing higher donations while others should start their incentives at a lower price point?