# Kickstarter Data Report

Figure : Graph of Kickstarter campaign successes, failures, and cancellations by category.

Based on the provided data, theater campaigns were the most popular category during this time period. There were more theater campaign successes and failures than there were for any other categories.

Figure : Kickstarter campaign successes, failures, and cancellations by subcategory.

Based on the data displayed in the above graphs, music campaigns succeed at a higher rate than any others, with rock music being the most popular.

Figure : Kickstarter campaign successes, failures, and cancellations by month.

Based on the above graph, summer campaigns are most popular, while December campaigns are least popular.

This dataset does not include information on the campaign creators. One would expect campaigns from well-followed creators to succeed at a high rate than from relative nobodies.

It would have been interesting to include graphs that include whether or not a campaign was a *staff pick* or *spotlight* campaign in order to see how those designations affect a campaign’s success rate.