**Kickstarter Campaigns Report**

Based on the analysis, we can conclude that The Kickstarter campaigns were overall successful. The most successful time to run the campaign was between February and May.

The least successful time to run a campaign is surprising, December, as this is a month normally associated with charitable giving.

The dataset allows us to draw correlational data based on category, time of year of campaign, and broad data conclusions but doesn’t give us an ability to determine causality. At the macro level we can conclude things like what time of year to run a campaign. With some additional analysis, we could likely include category and time of year as two variables to make a better recommendation than just month for any type of campaign.

We could use a better comparison of the overall merits of each campaign and would need to devise a method to do so. We could create additional graphs or tables attempting to better measure the merits of each campaign. Some metrics we have that would be able to estimate this is by measuring average donation and number of donations. Assuming a number of failed or canceled campaigns may get a small number of large donations from family and friends but never reach success. Also, additional data like social media shares would allow us to better establish and understand virality as something we assume is a necessity in success.