**Kickstarter Campaign Analysis Summary**

**Conclusions**

Based on the assessments conducted as part of this assignment:

1. Efforts related to theater, music, technology and film/video were the most prevalent campaigns launched between May 16, 2009 and March 15, 2017.
2. During this time, the majority of projects originated in the United States, with plays representing the most prevalent type of project overall.
3. In general, as campaign goal amounts increase, the changes of cancellation or failure increase, that is, higher financial goals tend to achieve less success.

**Limitations**

* While the high-level categories and sub-categories are of interest, there do not seem to be any variables in the data set that might help us approach an understanding of *why* a campaign met its specific fate.
* For a more accurate assessment of financial stakes overall, currencies might be normalized around a common conversion (such as USD or EUR), however this inconsistency in data formatting is not likely to have impacted the overall trends and conclusions from the assessment.

**Additional Tables/Graphs to Consider**

* It may be interesting to understand duration of campaign as related to goal attainment
* The relative impact of the "Spotlight" feature may be of interest, such as by examining percentage of goal reached among successful programs with "Spotlight" status vs. not, and even among successful vs. failed/canceled campaigns