* As the Goal increased the number of successful campaigns decreased
* Backers count played a significant role in the campaign success.
  + Backers count were more for successful campaigns and vice-versa for the ones failed.
* Successful campaign rate seemed high in second quarter. Detailed data around this period should be procured and studied further to come up ideas for better success rate.
* Campaigns related to Theatre , Music, Film & Video categories performed well compared to Food, Technology and games. We can add more campaigns to these categories for the next program.