**3 conclusions about Kickstart Campaign based on the data set provided –**

1. The above graph shows that across all countries,

* Maximum campaigns launched in following categories –
  + Theatre
  + music,
  + technology and
  + film and videos.
* Top 3 most successful categories are –
  + Theatre
  + Music
  + Technology
  + Film and video

**Also out of 4114 campaigns – 3038 campaigns were launched in US and rest of the world share was 1076 i.e. only 26.15%**

1. The above graph shows
   * In Theatre category – Plays sub-category has the max campaigns launched and has the max successful campaigns too.

* In music industry – pop, rock, indie rock, metal, electronic music, classical music are the most successful campaigns and jazz is the least successful

This graph shows the success and failure of campaigns across the months for all the years.

* Maximum campaigns go live in March
* Looking at the 4 top most categories in which maximum campaigns are launched - May and June are the most successful months for their campaigns
* Oct is the most unsuccessful month for their campaigns
* Most campaigns are cancelled within 1st month of their launch.
* Success rate of campaigns diminishes post May and by Dec failed campaigns surpass successful campaigns.

Limitations of the data set – Very less data

Other graphs that we can make are:

1. Total campaigns launched per year – Max campaigns launched in 2015. There is a downward trend in the no. of campaigns launched in the next couple of years.
2. Success percentage of each category – most successful categories are – theatre (60%), music (77%), film and videos(57%)