**Insights into Kickstarter Campaigns**

Based on analysis of four thousand Kickstarter projects, three conclusions that can be made about campaigns on the site are:

* Theater and music are the most popular categories with 1,393 and 700 projects, respectively. These two categories represent approximately half of the projects in our dataset. Campaigns in these two categories have a high rate of success, with 60% of Theater projects and 77% of music projects getting the funding needed.
* Plays make up 25% of the campaigns, with 65% getting funded. This subcategory is by far the most popular, other subcategories have 200 projects or less. Of the 41 categories, only 21 of them were able to run successful campaigns. The other 20 campaigns either failed or were cancelled.
* Campaigns that need $5000 or less have the highest chance of success based on campaigns that have ended. Of the 1,865 campaigns that need $5000 or less, 1,254 were funded or 67%. As the amount of funding required increases, the % of success decreases steadily to 40% at 35k. Projects needing funding of 40k or more have the highest chance of failing, with rate of failure at 51% for campaigns that are asking for 40k and 58% for projects that need 50k or more, the rate of cancellation is 23% at the 50k or more mark. Success for projects that require 50k or more is only 19%.

Even though this dataset contained 4,000 projects across multiple categories and subcategories, there are limitations. This dataset only represents a small percentage of the campaigns that have been launched on Kickstarter. For projects that have failed or been cancelled, we do not know whether they eventually found funding elsewhere. Even for the successful campaigns, we do not have insight into whether they were actually successful. This dataset also does not give us details into the people who are backing the campaigns.

In addition to looking at outcomes by category, subcategory, date launched, and amount of funding asked, some other possible table/graphs that we can create would be ones that look into whether the longer a campaign is the run, the higher the chance of success or ones that look into the rate of success by country, or whether projects that have been in the “spotlight” are more successful.