Kickstarter Campaigns can be successful. Overall across all categories 54% of the Kickstarter campaigns were successful. While 37% failed. Finally, less than 1% were canceled once started. The most successful campaigns were in the film, music/rock, theater/plays categories. The best time to launch a campaign would be during the month of May. Given this information a Kickstarter campaign could be a valid way to raise money, especially for a film project.

Success is based only on the Kickstarter Campaign reaching the pledge goal. This dataset does show whether or not the campaign achieved it’s overall goals. The end outcome of how the money was spent would be important. Just raising the money to start the project does not indicate the overall success of a project.

For further analysis a graph that indicates how the average donation size per donor changes for each category would be interesting. It would provide information about the how much consumers value each category. Then look at the same only with sub-categories.