**Conclusions for Kickstarter Campaigns**

Three Conclusions

1. The overall trend from 2009 through 2017 by month illustrates downward trend in success and an incline of failed campaigns.

2. 2014 was the peak of the campaigns. However, after 2015 a sharp decline exists in successful campaigns.

3. All parent categories are failing more than being successful. Journalism is one are that has only been canceled.

Limitations

Four limitations exist with the data provided. First, the data has some extreme amount for the goal. 218 goal amounts were over 100,000 and 67 goal amounts were 200 or under. This can skew averages of realistic state of goals. Second, limitation can be the conversion amount from currencies at the time it was provided. This can provide a correct amount donated. Third, the amount provided by each donor. This can provide a deeper look at the average of the amount that was provided. The last limitation would be a date of each donor amount. This can show an acceptable timeframe of donations.

Additions

Four come to mind with different ways to present this data. First, compare between countries for donations by year, month, and Category. Second, Countries by year, month, and sub-category. Third, Comparative by year, month and subcategories with each category. Last, campaign state by subcategory timeline.

Bonus Statistical Analysis

1. It depends on how someone wants to look at it. See the average can bring some insight. However, when almost 20% of the failed received zero backers, it does not summarize well.

2. Successful Campaigns have more variability. It makes sense because the measurements have more backers than zero.