**Conclusions**

1. There are more successful Kickstarter campaigns than failed/cancelled campaigns
   * 1. Kickstarter campaigns are less likely to be successful in December & more likely to success in May or February
     2. There are fewer Kickstarter campaigns launched in December and September when chances of success are lower
2. 26% of Kickstarter campaigns are for plays, comprising the largest share within the sub-category field
   * 66% of the campaigns that have concluded for plays have been successful
3. Most campaigns are launched in May to June, however, months with higher %age of successful campaigns are April-May and February.

**Data Limitations**

There are many factors that can impact the success/failure of a project that are not provided, some which are hard to quantify (i.e. projects involving higher profile talent, projects that are a more popular genre than others, the demographic of those in the kickstarter community and their predisposed tastes, etc.)

There is also some inconsistency in how the data is being represented. For the sub-category, some television campaigns are labeled as television in the sub-category, while others are assigned a specific genre.

**Other possible tables/graphs**

* **Option 1:**
  + **Type:** Line graph
  + **X-axis:** # of Days in Campaign
  + **Y-axis:** Avg # of Backers For Each x-value
  + **Series:** Successful, Failed, and Cancelled campaigns
  + **Purpose:** To show if there is a crucial period in which to secure backers (momentum curve)
* **Option 2:**
  + **Type:** 2D column or bar graph
  + **X-axis:** Campaign Status (successful, failed, cancelled)
  + **Y-axis:** Avg of (Goal Amount / # of Days In Campaign)
  + **Series:** X-axis
  + **Purpose:** Are campaigns successful because of longer campaign duration and lower pledge amount needed per day compared to failed/cancelled campaigns?