**Kickstarter Campaign Analysis**

Based on the analysis of the data, several trends can be found. From 2009 to 2017, we can see a growth in the creation of campaigns, growing substantially in 2014 and 2015 but decreasing in 2016 and 2017. During the whole period, the top funded category has been Theater. Although there is consistency of success throughout the years, campaigns launched between major holidays tend to be more successful than others launched between October and January, in which the average success rate 50%.

The biggest limitation on this dataset is that the success rate is dependent on how well the campaign is shared between the beneficiaries and their network. For example, well known beneficiaries within a category or community are more likely to have a bigger success rate than a startup.

Also, people within their network may be limited in knowledge or trust on the way the Kickstarter platform works. From the technology boom and the capabilities and accessibility to smartphones, the amount of launched campaigns increased. Social media was an important factor in the results. However, with the misconception of the internet not being safe for monetary transactions the amount of pledges may had been reduced. Innovative ways of collecting funds such as this platform, may have been seen as a scam to those who are used to more traditional fundraisers. Gaining the trust of possible pledgers by educating on the way information is encrypted for protection may not happen by the end of the campaign.

Given the dataset we could analyze the following:

* Trends on the amount of pledges by year vs the average donation
* Number of successful campaigns above 100% of goal
* Amount collected over goal per year
* Total of funds collected per year
* Total of accumulative funds
* Comparison of the amount of successful campaigns vs the total funds collected