**Kickstarter Campaign Conclusions:**

1. There are, by far, more kickstarter campaigns for the ‘arts’ (film, music, theater) than any other category.
2. Compared to other categories, the music kickstarter campaigns are much more successful as a whole.
3. Campaigns started earlier in the year have a greater likelihood of being successful.

**Limitations of the dataset:**

* We don’t know for sure what ‘staff pick’ and ‘spotlight’ refer to.
* Some of the kickstarter campaigns are not finished (or that data is not provided).
* Currency types are not consistent (would need to apply conversion rates to all in order to compare equally)
* The data barely represents 1% of the launched projects.

**Other tables and/or graphs to create:**

* ‘Arts’ categories compared to remaining categories:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **The 'Arts' Only** | | |  | **Non 'Arts' Categories** | | |
| **State** | **Projects** | **Percentage** |  | **State** | **Projects** | **Percentage** |
| **successful** | **1782** | **61.00%** |  | **failed** | **620** | **44.25%** |
| **failed** | **910** | **34.40%** |  | **successful** | **403** | **36.95%** |
| **canceled** | **121** | **2.91%** |  | **canceled** | **228** | **18.14%** |
| **live** | **44** | **1.69%** |  | **live** | **6** | **0.66%** |
| **Grand Total** | **2857** | **100.00%** |  | **Grand Total** | **1257** | **100.00%** |