Kickstarter Analysis

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* Overall, there are more successful campaigns than failed
* Campaign activity declines over the months of August, September, and October
* December has the least successful campaigns, and fewest campaigns overall
* Plays were the most commonly occurring campaign
* We cannot be sure that the average campaign contribution is accurate based on the mean – we don’t have individual contribution amounts.

# Additional Charts:

## Sum of pledged vs. goal

## Campaign success by category