1) Three conclusions:

1. While the best time of year to launch a campaign varies among categories, overall, it appears the best general time to launch is from January to February and from October to November. During this time, I do not see much of a correlation with the grand total and the number of successes, and see the largest gap between successful and failed campaigns. Throughout the year there is a fairly strong correlation between total number of campaigns as number of failed campaigns. Certain categories appear to have seasonal trends that make some times of the year better than others. Music campaigns are best in January and decline throughout year. Publishing has peaks in January and in end of year around November. Technology has higher success rates from January to April with the rest of the year having failures, success, and grand total being fairly correlated. Theatre has strong success from March to May. The total number of campaigns is higher but the quantity of failures doesn’t rise as much as the number of successful campaigns. Documentaries, television, and shorts have a 100% success rate while animation, drama, have a 100% failure rate.
2. The United States by far has the largest number of campaigns. Overall 53% of campaigns are successful. With only 22% of successful campaigns being staff picks, I conclude that being a staff pick is not a strong indicator of success.

Category’s percent of total success:

**Film & Video: 13.7%**

Food: 1.5%

Games: 3.6%

**Music: 24.7%**

Photography: 4.7%

Publishing: 3.6%

Technology: 9.5%

**Theater: 38.3%**

Film & Video, Music, and Theater are the most successful categories on Kickstarter

2) Limitations. For a market as large as the United States a regional break down may provide more insight. For example, 35% of technology campaigns are successful, however there may well be areas that have significantly higher success rates than others. A regional break down would show where categories perform best, or maybe it would show that location doesn’t matter at all. I understand this is an online platform but maybe there is an attitude towards supporting more local endeavors.

3) I would like to see a visual comparing goal size and successes using a line graph showing number of successes and the values on the horizontal axis being ranges of goal amounts. This could be filtered by category to show what general goal range has the best success rates within their respective categories.