Three conclusions about Kickstarter campaigns

1. Category insights:
   1. Success rate was high in Music category
   2. All campaigns were canceled in Journalism category
   3. Count of both successful and total campaigns remain high in theatres.
   4. Failure rate was high in food category
2. Sub-Category insights:
   1. Complete success rate of campaigns in sub categories like classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rocks, shorts, tabletop games, television
   2. Most of the campaigns were plays
   3. Result of complete success or complete failure in sub category shows us that these campaigns were targeted people with specific interests to be successful
3. Insights based on Month:
   1. Campaigns published in the month of May have more success rate than the ones published in the month of December
   2. Live shows are only during the first quarter of the year
   3. All the campaigns were conducted between 2009 and 2017