**Kickstarter Campaign Analysis**

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**Conclusions (based upon available data)**

1. Campaigns that had funding less than $1,000 have the greatest probability of success.
2. Campaigns that had funding greater than $50,000 have the greatest probability of failure.
3. Theater based request seem to be the most funded and have a high probability of success.

**Limitations**

This report does not give detail or rate the financial projections, strength of the management team, or project deadlines versus actual deliverables. Additional information about the management team’s prior experience and the success or failure of those projects would also enable us to assign risk metrics. Lastly, we do not know what percentage of investment was made by the principals.

**Additional Information**

The following tables / graphs could also be included:

1. Average donation versus the success factors broken down by category and subcategory.
2. Donation by country with filters for average donation.
3. Outcome relationship by country.
4. Deeper investigation into the category and subcategory success, failure, and canceled projects to ascertain if there are subcategories that were more successful or prone to failure.