**Kickstarter Campaign Analysis**

Given the data that we have for the Kickstarter campaign;, some conclusions that can be drawn are that the arts such as film, music, and theatre tend to be much more successful in their campaigns as a group overall as compared to the other categories. A couple of other conclusions that can be seen through the data in the charts, is the there was not necessarily a correlation between averaged amount of money per pledge and a successful campaign, it was more about the amount of backers. This concludes that there were not really any big donors that made the difference in an otherwise unsuccessful campaign, so there was power in numbers versus the expectation of a couple huge donors that could make the difference for a campaign. Lastly the data shows that not only are some campaigns not as successful as others depending on their category, when the graph is manipulated you can see that some categories such as games has an roller coaster sort of pattern in terms of the ultimate campaign outcomes.

Some limitations of the data are seeing and knowing exactly who supports what campaigns as far as demographics, economic status, and education level. These could tell a lot about who the campaigns may be most marketed towards based off their category possibly. Other tables that could be utilized are scatter plots and or box plots to see outliers in successful and unsuccessful campaigns.