Report on Kickstarter Campaigns

**Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

1. Music is the most likely category of campaign to complete successfully, with a 77% overall success rate.
2. Journalism campaigns are not a good fit for Kickstarter – no journalism campaign has ever completed, let alone completed successfully.
3. May is the best month to begin a campaign in, based on 11% of all successful campaigns originating in May.

**What are some limitations of this dataset?**

* The timeframe of the campaigns isn’t present, so it’s not clear when in the duration of the campaign they reached 100% funding. Makes it difficult to gauge when campaigns are likely to complete.

**What are some other possible tables and/or graphs that we could create?**

* Line graph showing successful campaigns by the month which they completed in – help us identify when campaigns most often complete to better gauge when funding can be expected.
* Stacked line graph comparing campaigns which were selected as a staff pick, to identify how much influence they had.
* Table comparing average backers for successful campaigns by category. Use that to identify whether marketing for campaigns should target a few, large donors, or a large volume of small donors.