A Brief Summary from Kick Starter Data Mujgan Guner

1. Given the provided data, some conclusions can be drawn about Kickstarter campaigns:
   1. The “Play” subcategory has the most campaigns. It has the highest amount of success count.
   2. Campaigns toward December has higher rate of failing, mid-year campaigns succeeded better.
   3. Music, theatre and film/video categories are the most successful campaigns respectively.
   4. In general, campaigns that has lower monetary goals succeeded better.

1. Data limitations: The currencies of goal/pledged money are different; one might pay attention to that while analyzing the data.
2. Some additional analysis might be done to determine the success of the campaign by using “staff pick” category as well. It looks like another important parameter that affect success of the campaigns.