# Campaign Report

*What conclusions can we draw?*

1. Theater was obviously the largest category. This could be for many reasons, so drilling into see what exactly contributed to this factor could give us a bit more insight. All of journalisms campaigns were canceled so this is one that we could stop putting effort towards all together.
2. Plays had the largest overall contributors in the subcategory. So, it seems that a large majority of people who are giving money to our particular kick starters, enjoy theater and more specifically plays. Taking this out as an outlier could give you a better idea of how the other subcategories compete with each other. We could then extrapolate this and try to expand into other categories when moving forward.
3. Here is a graph showing what campaigns were successful and when. There is a major spike as spring comes around, but starts to decline as the seasons move forward. As the successful campaigns go up, so do the failed. So, we could assume this is a general uptick in contributors.

*A few extra notes on limitations*

These contributions could be anywhere in the US or even the world. Being in Austin there is a lot of music and arts. SXSW is in March so this could play a significant role in knowing why so many people are contributing to the campaigns. We could also use this factor in tying it to music and arts festivals around the world, as the seasons change.

*Notes on new charts*

With that in mind, we could create more maps and graphs using more info on states and countries. This would overlay on top of a world map and show which countries, states and regions are contributing more.

Another useful graph from the given data would be what countries are contributing more. Separating this will allow us to focus our attention on expanding our major contributors and growing those who are lacking.

*Conclusion*

Overall, this is a very useful data set to show what were the successful campaigns and which categories had the most. We can use this in taking action for next years’ campaigns and focus on expanding the successful ones.