**Possible Conclusions from analysis**

* Campaigns that started in the first half of the year have been more likely to succeed than campains that started in the latter half
  + This is an interesting finding and shows that it is important to take timing into consideration. I would suppose that during the latter half of the year, there are more holidays and other distractions that keep people from idly wondering what new Kickstarter campaign has begun. After missing that initial bump in funders and marketing, campaigns probably have a harder time reaching their goals
* Campaigns with lower goals are more likely to succeed
  + This seems intuitively obvious, the more you ask from people, the harder it is to get it. One interesting thing is it looks like there is a bump from 35000-45000 campaign goas. It might be interesting to dive in further and see if that is just noise or if there are compelling features of a Kickstarter campaign that appear in that range and increase the likelihood of success again
* Campaigns in music, theater, and film & video have significantly more successful campaigns than those in other categories and it looks like the percentage of success is higher as well
  + These stand out from the Technology category which might have roughly the same number of campaigns (excluding Theater). It is more likely in these categories that you get something in the end with roughly the same specs as defined at the start of the campaign. Technology campaigns definitely have a rough history on crowdfunding sites. These seem to be categories where you have to worry less about manufacturing, design complexity, and distribution

**Dataset Limitations**

There are a few limitations on this dataset, most obvious is that it doesn’t contain everything.

* Videos are frequently done for Kickstarter campaigns, but aren’t in the dataset
* Full descriptions are also missing, if there were important details that increased the likelihood of the campaign being fully funded, that wouldn’t be picked up by analyzing this dataset
* One interesting aspect that might impact Kickstarter campaign success but would be hard to fully quantify for each project is marketing. We’re unable to see if links or posts on other social media platforms were distributed or if there was any press coverage if the project was very big
* Frequency of updates or having different milestones in the campaign are also missing from this and it is possible that seeing multiple goals and having the appearance of a more planned out and organized campaign can increase likelihood of reaching the goal

**Other Analysis**

While there’s no full description, there is at least a short blurb about the project. We could do some interesting NLP analysis on the blurbs to describe the sentiment in each and see if it was important to have an obvious sentiment. For example, having a positive blurb might be useful.

Another interesting thing to look at would be the backer count and average donation. This would be an interesting way to separate projects that garnered widespread appeal and projects that were able to compel large donations from a few individuals. One important thing as we dive into further analysis is also to find a way to control for these different features, whether they are the category, campaign goal, or blurb sentiment when we try to predict the probability of campaign successs