# Kickstarter Campaign

## Conclusions

1. Plays have the largest number of successful campaigns in which they have exceeded their goal for funding.
2. Theater, music, film and video (the performance arts) categories have the most successful campaigns by far, exceeding 1000 while the journalism campaigns were all cancelled.
3. Campaigns started late in the year are not as successful as campaigns started at the beginning of the year. Campaigns fail more than they succeeded if they start in December.

## Limitations

* The dataset is in different currencies, and it would be nice to have a common standard to measure against
* The blub for each show seems to be distracting, do we really need that data?

## Other Graphs?

* Graph % funded by category or subcategory in a column chart
* Graph the amount of money left to reach your goal by category or subcategory
* Graph the average per backer to see to see how it varies per subcategory or category
* Plot a map chart showing pledge $ per state/per category or subcategory
* Regression analysis on backers and average donation or pledged $