Conclusion:

Based on the data provided, it’s clear that Music is the most successful category, out of 700 campaigns in this category, 77.14% were successful. While Journalism seems to be the least popular, with only 24 campaigns, in this data set, 100% of them were canceled. We can see from the category study that Food was the least successful when it came to failed campaigns, with a 70% failure rate.

Hardware, rock and documentary were the most successful subcategories with 100% success rates.

Based on the historical monthly data, May seems to be the best time to launch a Kickstarter campaign with 60.62% of campaigns being successful. On the other hand, December seems like the month you would want to avoid starting a campaign as it only has a 44% success rate and a 46.8% failure rate. July had the most cancelations with 11.11%.