**Conclusions**

The data provided showed some interesting trends that could help direct future businesses on what to they might want to do should they decide to launch a Kickstarter campaign. Certain categories had far better success rates than others. For example campaigns that fell into the theater category had the greatest number of successes while those in the journalism category had zero successful campaigns. Within the theater category, plays were successful about 65% of the time and had over two and half times as many successes as its next closest sub category.

Another factor seems to be the time of year. When looking at failures, cancellations, and successes, the months that seem to be the most challenging are in the second half of the year. From July to January, with the exception of November, there was a narrow margin of successful and failed campaigns. The worst month for campaigns was December and it was the only time of the year where failed campaigns surpassed successful ones. May by contrast had the greatest number of successful campaigns with 233.

**Limitations**

The data set provided a good amount of information to evaluate; however, there were factors that should be analyzed to have a clearer picture. Factors such as marketing budgets, social media followings, and media coverage are not included in the set. These areas can provide a greater understanding of how much promotion went into the campaign and what other businesses might need to do to succeed. Also, while the information in present in the data set, we did not analyze the average amount of money raised for projects that succeed or failed. It is entirely possible that the categories with the lowest success rate tried to raise more capital than others. While the data shows the success rate of the campaigns it does not explore the success or failure of the businesses following their time on Kickstarter. Without considering these factors it’s hard to have a clear understanding of the circumstances that lead to some campaigns failing or succeeding.

**Other graphs and tables**

The data provided would allow us to analyze the amount of money raised on average per campaign in each category. This would be helpful for companies evaluating their strategy toward a Kickstarter campaign.