# Observations

1. Theatre, specifically plays, have the most success in Kickstarter.

2. If we look at the technology category overall, it seems to have a close failure and success rate. However, when we go into the subcategory; we will see that wearable tech is driving the failures in the total tech category as it makes up over 50% of the failed campaigns.

3. Most forms of publishing are not successful in Kickstarter

# Limitations

The largest limitation to drawing any meaningful conclusions from this dataset is not knowing the reach of each campaign (Is each campaign reaching the same amount of people?). We also do not know the percent of donations from people reached (Out of the people who were exposed to x campaign how many people donated?). If a campaign reached 50 people and received donations from all 50 people but still did not reach the goal, then the issue would not be with the campaign itself. Rather the issue would be with how the campaign is being marketed.

# Other Visuals

A stacked bar graph by month would be a good alternative to the line graph. This would allow viewers to easily if there is seasonality in the success or failure of a campaign.