**Insights**

The most successful campaigns are in the entertainment space with Film & Video, Music and Theater leading the way.

Within the entertainment space rock music and documentaries have the highest success rate while Jazz music and video games have the highest failure rates.

The best time of the year to launch a campaign is in the month of May.

**Other Available Insights**

The average number of donors and donation amount that successful campaigns have is 194 donors at $94 per donor. This could help prospective companies identify the number of people they need to get interested in their campaign and set minimum donation amounts to ask for.

**Limitations**

While you are able to see the most successful type of campaign, we are unable to determine if there is a true correlation because there may be other factors contributing to their success.

**Bonus Stat Summary**

The mean and the median summarize the data more meaningfully because it gives prospects a potential target for their team to aim for when trying to figure out how many backers they should be going for.

Based on the data there seems to be more variance among successful campaigns this seems to make sense when looking at the actual data sets as the goals varied and the number of backers needed to reach the goal could vary greatly. This is also supported by looking at the min and max there were successful campaigns that had 1 backer and some with over 26,000 backers.