Conclusions

Based on the results of the data we analyzed, we can make some fairly confident assertions about likelihood of a successful outcome based on the project's category, sub-category, and timing. It appears that the category with the highest likelihood of success is Music. The sub-category with the most successful projects was Rock.

The Rock sub-category had more successful projects than any other sub-category regardless of its parent category. It is also significant to note that every project within the Rock subcategory achieved success. The results also show, quite definitively, that May is the best month in which to conduct a campaign.

Finally, the results of the final analysis show that projects with smaller goals (less than 5000) are the most successful with 71% and project with goals greater than 45,000 are the least likely to succeed.

Limitations

* W evaluate three conclusions based on the data. There may be other factors that influence the success of a campaign that were not analyzed. For example, the duration of the campaign, geographical considerations, details concerning the average donation are all additional analyses that could be conducted to make additional conclusions.
* There may be additional categories or sub-categories that our dataset didn't include, thus, aren't represented in our analysis.