There are many conclusions that we can make from our analysis of Kickstarter campaigns from the data supplied. After analysis of the data, we can clearly see a trend in successful campaigns to failed campaigns based on categories and sub categories. It appears that music was more likely to be funded than any other category, and within this category ‘rock’ was the most successful sub-category. Another interesting trend we see is the timing of the successful campaigns. In our analysis, campaigns are more likely to be funded in the spring time. Another trend in our data that we can see is the fact that US campaigns are more likely to be funded than foreign.

Some of the limitations of this dataset are the fact that we are unable to see the advertisement and marketing campaigns of each project. This factor could influence the outcome of the raise by making the campaign more attractive. Another limitation of this dataset that we face is the data not available to the user to give the full picture. This information that would be information about the team launching the campaigns that may have influence over the success of the project and raise. The limitations cannot be ignored as our analysis is confined to this strict dataset.

Some other possible tables and graphs that we could have made to get a clearer picture of the trends are examples such as relating the ‘staff pick’ field to ‘successful’ field. Also a geographical trend could be made by comparing the success rates to the geographic location to analyze for trends in that regard.