* Conclusions
  1. While crowdfunding can be an asset for many, they are still a risky venture as only 56.5% are successfully funded.
  2. When it rains it pours; On average, successfully funded projects received 317% of their funding goal.
  3. Average donation between failed projects ($64.11) and successful projects ($69.42) is a relatively small difference of 8%, while average number of backers jumps 45% from 585 to 851. This shows that reaching a larger number of potential backers is significantly more important than higher donations from each individual backer.
* Limitations
  1. One potential limitation would be the relatively limited sample size. Kickstarter alone, only one crowdfunding platform, has had a total of 586,726 projects. A larger dataset would allow for more accurate analysis.
  2. A similar limitation would be availability of recent data. The projects in this dataset start from 2010, with that year having the highest number of projects. While it can be very useful to have this much historical data, the crowdfunding market has changed a lot in the past few years. For the purposes of starting a new project today, more data on recent trends may be useful.
  3. Another potential limitation would be how the data was gathered, and which projects were selected. Knowing where the data was collected from, and if projects were chosen at random would help further narrow down your market.
* Additional Tables & Charts
  1. One additional chart I found useful was Avg Percent Funded, Average Donation, and Average Backer Count by Project Outcome. This allowed me to compare the importance of Number of Backers vs Average Donation per Backer.
  2. Another useful chart would be Staff Pick & Spotlight compared to Outcome & Percent Funded. This would allow us to analyze how useful getting on those lists can be for your project.
  3. The last chart I would add is Outcome & Percent Funded by Country. This would allow you to narrow down the data depending on where your project will be based.