Based on the data, we can conclude that one of the largest factors that impact the success of Kickstarter project campaigns is the cost. The campaign goals that were less than $1,000 had a 71% success rate, as compared to the campaign goals that were higher such as greater than or equal to $50,000 had a success rate of only 19%. We can also conclude that the number of backers as well as the average donation the Kickstarter project receives are indicative of a campaigns chance for success.

The limitations of the data set fall to several unaccounted variables or the definition of success. There are many campaigns that only provide a limited, one-time, supply of the item they are trying to sell or create. There are also the factors of how long a campaign is open as well as the time frame it is open (ie: holidays) and the level of popularity surrounding the project or projects similar. And with any dataset there can always be more data to provide more statistically significant research.

I would be very interested to see more tables and graphs surrounding the time periods that the campaigns were open and if not only the time period, but length of time open in relation to the category and goal has an effect. I would also think there is room for more depth of study regarding the category and price relationship.

Bonus:

Based on the data, I believe the median summarizes the data more meaningfully. There are several significant outliers that skew the data and affect the mean.