

Given the data, we observe that projects initiated in June and July exhibit a higher likelihood of success in their funding campaigns. Furthermore, the categories "Science Fiction" and "Mobile Games" stand out as less popular, being the only two with a negative success-to-failure ratio. Interestingly, new journalism projects appear to garner the least traction, while theater projects emerge as the most favored among backers.

However, the dataset does present some limitations. Certain columns, such as "STAFF PICK" and "SPOTLIGHT," while maybe helpful to the Kickstarter communities, did not seem to be very useful. Moreover, the dataset overlooks crucial aspects of campaigns themselves. Factors like strategic artistic choices, employment of stretch goals to instill a fear of missing out, and investment in social media advertising can significantly influence a campaign's outcome, yet they are not accounted for in this dataset.

Exploring the success rates in correlation with the country of origin might lead to some valuable insights. Additionally, dissecting categories and subcategories by country might reveal distinct preferences across different regions. It is possible that certain countries exhibit a higher propensity to back specific project types.

The mean number of backers looks to be a more practical summary of the data. Unlike total funds raised, which can be skewed by outlier campaigns with astronomical contributions, the mean number of backers provides a more grounded understanding of campaign support.

The data shows more variability with successful campaigns. Since there is a minimum amount money per campaign needed to successfully launch. It keeps the variables smaller compared to a highly successful campaign that essentially has no limit to how many backers it can have, or how much money it could make.