We can conclude a lot from the data that we have pulled about Kickstarter programs. First, we can clearly see that journalism always fails, it would not be smart to begin a Kickstarter for anything within that category. Also, we know that theater events succeed often, and specifically the “plays” sub-category is the most funded. Lastly, it is best to begin fundraising towards the beginning of the year. We can see that around March to May is when most Kickstarters succeed, and in the second half of the year the amount of successful Kickstarters decreases rapidly.

There are some limitations though to this data sheet. It’s hard to know how much one backer donated to the program, so we do not know if the idea was popular enough to get multiple large donations or if it was supported by a small group of individuals. We also only know that the Kickstarter got the funds that it needed to proceed, that doesn’t necessarily mean that the program was a “success” after the donation goal.

We could have also made charts and tables based on the amount of money funded, using the information of the “Percent Funded”. This would let us see exactly when the largest and smallest donations are made throughout the year.