The first question that came to mind when presented with this data was “Are campaigns more successful if goals are lower?”, Using the pivot table on the worksheet labeled “Avg of States” I can make a broad conclusion that successful projects may be more successful because the goals are significantly lower than their failed or cancelled counterparts. Using that same worksheet shows that successful projects also have over 7 times more backers than cancelled projects and over 10 times more backers than failed projects, this, to me, shows that successful projects tend to appeal to a broader audience than failed projects. I could also make the conclusion that projects based in the arts has a higher success rate than Technology based projects

Some limitation of our dataset that I think would have on success and failure would be reward incentives and creators. I could see where these 2 issues could have a bearing on predicting successes and failures. Not knowing how these projects were marketed could also indict success and failure.

Some charts and graphs that could be created that may help us analyze data could be like the pivot chart I made showing average goals and average backers. I would also be interested in seeing a pivot table that shows how long each project lasted before succeeding or failing.