Given the provided data, we can draw three conclusions about Kickstarter campaigns:

1. Campaigns related to “entertainment” projects (plays, music, movies or video) appear to be the most popular on Kickstarter. Moreso, these appear to have a much higher success rate.
   1. This is followed by technology, which looks to be more evenly distributed between successful, failed, cancelled or live.
2. Journalism is the least popular category on Kickstarter.
3. Campaigns initiated in the second quarter appear to be the most successful.
   1. This is relative to the total number of projects initiated during this time. However, it is only by a small margin:



The biggest limitations of this dataset are as follows:

* The amount of marketing money spent on each project. I believe this is an important variable left out of the data that has the potential to help a project succeed.
* Some definitions are left out of the data. For example, “Spotlight” or “Staff Pick”

Other possible tables and/or graphs that could be created mostly pertain to the number of successful projects relative to total projects to illustrate what kind of projects are most successful or when successful projects are initiated.

* These can be found on the “Other” tab in the xls workbook.