1. Conclusions:
   1. Theatre projects are the most common type of Kickstarter and also the category with the highest number of successful campaigns.
   2. Campaigns are most successful in May-June and least successful in December.
   3. Campaigns with smaller goals are more successful than those with very large goals.
2. Limitations
   1. We are only evaluating a small sample of the total Kickstarter campaigns.
   2. The success or failure of a campaign is determined only by Kickstarter users, which isn’t necessarily representative of whether the product would succeed or fail in a bigger population (i.e. the product was available for sale on Amazon).
3. Other Possibilities
   1. A pivot chart line graph for ending date, filtered by country – looking to see whether campaigns in the southern hemisphere (i.e. Australia) still follow the more successful in spring/least successful in winter conclusion.
   2. A graph comparing the number of successful/unsuccessful campaigns that were also staff picks or spotlights. Does a spotlight or staff pick increase the likelihood that a campaign will succeed?
   3. A comparison of the length of time a campaign was active vs success or failure. Does more time equal greater success?
4. Stat Analysis
   1. Based on the data, the mean summarizes the data more completely. It gives a clearer picture of the large number of backers needed for a successful campaign (and the much smaller average number of backers on failed campaigns).