Given the data provided, the following are some conclusions that can be drawn about Kickstarter campaigns. The US has significantly more Kickstarter campaigns than any other country. Plays made up the largest category of Kickstarter campaigns. The overall number of Kickstarter campaigns increased until 2015 and then decreased in 2016 and continued to decrease in 2017. If the goal amount for the Kickstarter was less than $1,000 the Kickstarter had the highest probability of being successful at 71%. The probability of success continued to decrease as the goal amount continues to increase. At more than $50,000 the success rate decreased to 19%.

Some limitations of the data set included the following. The data set did not have any data which could be used in an attempt to quantify the success of Kickstarter based on its business plan. It did not have data regarding what promotion methods were used and the extent of the promotion’s outreach. It also did not have background information of the backers, for example, were the majority of backers considered experts in the field/category of the Kickstarter.

Some other possible table and/or graphs that we could create would be one that shows the percent of Kickstarter campaigns that were successful per category/sub-category and filtered by goal amount and country. Another helpful table and graph would be one which shows the percent of success rate after being a staff pick. I went ahead and did this table and found that a Kickstarter which was staff pick had an 87% chance of being successful.