From this data we can see there are significantly more plays and theater Kickstarters than others in this data set with almost twice as many in theater as the next most frequent category.

Figure 1 Kickstarters organized by Type

In addition we can see that most kickstarters go to completion instead of canceling before the deadline an more are successful than fail but not by a margin that I am confident without statistical analysis.

Figure 2 Kickstarters counted by month

The last observation I will bring attention to is also related to figure 2 where it can be seen that kickstarters founded in December are significantly less likely to be successful than ones founded in May, these are the two most dramatic differences in success rate where other months are relatively stable.

The biggest limitation of this dataset is the size because it is less than one percent of the Kickstarters that have been founded.­1 This is still enough to get a feeling for the overall data however more samples would need to be investigated to ensure the sample is representative of the population.

Other graphs could include the categories or subcategories over time both monthly and annually, annually would give insight on how the consumer base is changing as time progresses. Another useful chart could be the average donation size compared to goal or percent funded to see if there is any correlation between the scope of the project and donation incentive, or donation size.