Summary

1. From the data, we can draw several conclusions. First, that entertainment-based startups, (Film, music, and theater) aside from games, have a significantly higher rate of success. Second, while there is visible change on the ‘Launch Date Outcomes’ chart, it is hard to determine whether the changes over time are tied to the rate of success or more simply an increase in volume. Finally, if you are considering creating a startup, I would NOT recommend entering the food-based market or publishing, as those categories have significantly higher failure/success rates.
2. A limitation of this data may be related to what is being counted as a startup. The definition expressed by the data is quite broad, including, not only conventional examples of various companies, but also singular projects like movies, plays and books. Based on the volume and success rates of these projects versus the company-based startups, It may be more insightful to place such examples in a separate dataset in order to draw more specific and accurate conclusions.
3. There are many more tables and graphs we could make from this data to better visualize what is happening and to draw more conclusions. First, if we were to chart launch-date outcomes by percent rather than volume, we would be able to better assess whether or not timing affects success rates. It may also be insightful to look chart the amount and portion of money being committed to startups, in order to see where the money is going, and to also see if, for example, certain projects attract many small donors versus a few large ones.