Three Conclusions we can draw about crowd funding Campaigns?

* Based on the 1000 projects listed, ~56% of projects are successfully funded, ~36% fail and less than 1% are cancelled. Meaning that there is a relatively good chance if the project appeals to Kickstarter backers that a project will be funded.
* Certain industries currently utilize this mode of funding more than others ie. the Arts (theatre, music, film & video). Perhaps an area of possible growth is available in other industries after additional analysis.
* It seems like Summer months have a slightly higher success rate.

What are the limitations of this Dataset?

- cancelled projects do not state reasoning as to why they were cancelled

- lack of intel on cancelled or unsuccessful projects and if they were later restarted etc…

- a total limit of only 1000 projects is listed. Kickstarter has over 230,000 successful projects and

just as many or more that were unsuccessful.

- actual fulfillment of projects after the project is completed is not tracked. Ie. Does the item 1actually get delivered or fulfilled?

- Repeat backers are not listed.

- Information of $ that was not collected or revoked last minute is not listed.

- Kickstarter cut of money raised is not listed.

- Other categories of projects that do not necessarily fit a mould of Games, Music, Film etc. are not listed in this Dataset.

What are some other possible tables and or/graphs that we could create, and what additional value would they provide?

-Effect of Currency used on results, Effect of Country running the campaign on results?

-Effect of Staff Pick or Staff Spotlight on success and over success of a project?

-Effect of Time Started vs Time Ended on overall success of the project and?

-Goal Size vs Result?

Does the Mean or Median Summarize the Data better?

* In a data set like this the Median is a better representation of where reality lays in terms of results. A good chart to use in this case would be a Histogram which would show a better view of where majority of data falls. See Excel for Histogram for reference. The larger more successful projects or larger unsuccessful projects tend to skew the Mean away from the actual average size of project on Kickstarter.