Three conclusions that can be drawn about Kickstarter campaigns are as follows. One, more campaigns are successful than not. Second, the goal range with the highest success rate is goals below a thousand dollars. Third, the music category has the highest success rate out of all categories.

A limitation of this data set would be not knowing the amount of each pledge. We can calculate the average pledge, but we have no way of eliminating potential outliers which may be skewing our results. Another limitation of the data set is not knowing why cancelled projects were cancelled. If they were cancelled due to not being able to reach their goal, they can’t be lumped in with failed projects. However, if they were cancelled for other reasons (such as patent issues, health issues in the project organizer, ect), then we would be able to safely remove the data so as to not skew our results with unimportant data. We could also use the why of cancellations to predict the likelihood of some outside force making someone cancel their project.

One possible table and graph would be one which compares project length to success rates. I created this table and ended up coming upon the realization that it actually is not that helpful. I calculated the average length of a project according to if it was successful or failed, ect. The results I got were so close together and didn’t show much useful information at all considering how varying the project lengths are. Another potential table and graph that could be made could compare a project’s name length with it’s success. It is possible that projects with shorter, easier to remember names, would be more successful than projects with longer names that may be harder to remember.