**Conclusions**

1. Kickstarter projects that fall within the music category tend to be the most successful at getting funding, followed by those in the theater category. Music kickstarters succeeded at a rate of 80%, followed by theater at around 62%. Comparatively, all other categories (save for film & video) have a less than 50% success rate.

2. The Apr-Jun quarter of the year has a slightly higher rate of kickstarter success than other parts of the year. The time of year around December has the lowest rates of success, with December being the sole month where there are more failed than successful kickstarters on average. Speculation: Perhaps this is due to the fact that many potential backers would prefer to spend money on Christmas shopping around that time of year.

3. As expected, project success rate seems to have an inverse relation to the kickstarter goal. The higher the goal (the more ambitious a project is), the lower the chances a project has of success. The most successful goal range seems to be less than $1000 (71%) and for the most part it goes down from that. (Compare to projects which have a goal of over $5000, with a success rate of less than 20%.)

**Limitations of the Data**

There are some clear limitations the data has. This dataset has no information on the amount of content a kickstarter campaign had. When posting a kickstarter, the project owner has the option to provide updates, include stretch goals, or show trailers or other videos as part of the campaign. Right now, the data doesn’t capture any of that and the inclusion of such information could definitely have an impact on whether or not a backer may choose to support a project.

Additionally, some of the categories included in this dataset probably don’t have enough data to draw a strong conclusion. While it looks like journalism kickstarters will fail from the data, we only had 24 data points to draw information from. Also, we likely don’t have enough data to safely conclude whether certain times of the year are much better for launching a kickstarter than others.

As far as other tables we could’ve created using this dataset, we could’ve looked into analyzing the effects of category or subcategory on the number of backers or the average donation. The tables created so far have only taken a look at how a certain variable (category or launch date) may be correlated with the final state of the project. We could also take a look at the relationship between whether or not a project was a staff pick or spotlight and the final state of the project.