Based on the data set provided, the first conclusion I can draw is that the Kickstarter service is primarily used in the US to crowd source with over 73% from the US versus the rest of the world. I believe this is primarily due to the service being based in the US but also that people have more access to technology, have more free time for outside interests/project, and are more comfortable with asking for financial assistance.

I can also conclude from the data set that there is a significantly greater chance of successfully reaching the goal the lower the total goal is assigned. Using the median goal of $5000 for all Kickstarter projects, more than 70% of below the median projects (not cancelled or still live) have been successful in reaching the goal, versus only 48% of those projects above the $5000 median becoming successful. This should be obvious that the higher goal requested would be more difficult regardless of the category. But the low median total count of Kickstarter projects is significant, and I believe points a couple of factors about the possible donors. First, the lower the goal the closer it “feels” to being achievable, thus making donors more inclined to give and to even give more. Second, the lower goal total adds credibility to the Kickstart project as may seem to be more specific and not just a budgetary money grab.

An interesting conclusion that I can draw from the data set points to is the discrepancy of the average number of backers for successful projects (194 avg backers) compared to failed projects (18 avg backers). For all projects, the successful ones had almost **11 TIMES** the number of backers as the failed ones. When compared to the average donation size for the same groups, successful projects ($93 avg donation size) versus failed projects ($60 avg donation size), the difference is significant. This points to the successful projects seem to draw more attention to their project and thusly get more backers. Average donation size, although important, but is not nearly as important as the total number of backers needed to reach the goal.

Some additional tables that would be helpful to reach additional conclusions would be a breakdown of the categories that shows any possible discrepancies between artistic projects to business practical projects. Can this data be used to separate what some consider art for art’s sake and projects that may present a business or investment opportunity. Another table that would show value is average days allowed per project and overall success/fail. Do the number of days to reach a goal make a difference? This would help project leads determine the optimal number of days to leave a project open to funding.

The first limitation I see is there is not enough data from other counties yet to make a global assessment. With the U.S. having 75% of the data, there is not enough data to make a statistically reliable comparison. I also see the categories as too broadly defined. It should be further defined as either a business venture, a non-profit venture, or an artistic venture. It would help further to know more about the project team organization structure.