Over a month-by-month timeline, the number of successful and failed Kickstarters seems to have a loose parallel correlation. The correlation breaks in December where the number of successful Kickstarters falls below the number of failures. When looking for reasons why this might happen, I would assume that either the general sense of generosity amongst donors dropped or that donors found other ways to spend their money, like at the mall.

It is important to note that the amount of Theater and Plays Kickstarters makes up a significant amount of the total Kickstarters. The failures associated with these Kickstarters also makes up a significant amount of the total failed campaigns. This can be shown by removing the Theater and Plays category. The distribution of successes and failures become much more even as a result.

Kickstarter campaigns also have a relatively good success rate. The data shows that about fifty percent of all campaigns are classified as successful. Entrepreneurs should find this data to be very encouraging and may consider utilizing Kickstarter over other sources of financial assistance.

This data set, like all other data sets, hold limitations, so while this data can answer the questions of what happened during the campaigns, it lacks the information of what happened to these projects after the campaign concluded. Were these projects successful in the world outside of Kickstarter? If so, these projects owe their successes to Kickstarter? In addition, the dataset does not show what differentiated the successful campaigns from the failed ones.

Based on the current data, I believe that we can look further into why some campaigns categories were successful and why others were failures within their respective categories by creating tables by category, by state, by goal, by average donation, and by country. The goal of this table would be to look within a specific category and the state to find a correlation between the goal and average donation while controlling for the country. I could also create a table based on the category, the state, the average donation, and the number of backers to see how the money moved.