3 Conclusions based on data provided:

1. The “theater” category was the most popular Kickstarter campaign type.
2. Of the sub-categories of theater plays had the most successful outcomes and the most failed outcomes.
3. Projects started in May have the most likelihood of success.

Some of the limitations of the datasest:

1. Although the goal amount is collected the currency values vary by country so to compare overall goals to amount pledged is not possible.
2. No definition of the field “spotlight” but it is perhaps a variable that could determine success or failure.
3. No demographics on the backers of the projects – knowing who you are presenting the project could cause success or failure.

Other Tables/Graphs:

1. Could look at outcome of project by ‘staff-pick’ to see if that has any determination on whether the project will succeed or fail.
2. Could look at the number of backers by project category to see if the projects with the greatest number of backers predicts whether the project will succeed or fail.