There are a variety of conclusions that can be drawn from this dataset. Selecting three, I noticed…

1) Generally, with higher fundraising goals, the rate of failure increased. Projects that exceeded $50,000 in funding have a 53% of failing.

2) The subcategory titled “plays” was an upper outlier, containing (by far) the most amount of projects with 344. The next closest category was “documentary” with 60 projects. Plays is an almost 600% larger category.

3) The cancellation rate remained relatively stable throughout the analysis. Compared to the rates of success and failure, the percentages of projects cancelled never appeared higher than 10%.

There are some limitations to this dataset. For instance, the information given does not account for other project factors such as the duration of the campaign, cost or strategy of marketing. If this data were to be made available, more conclusions could be drawn about why certain projects within specific goal amount ranges were successful and others were not.

A category that could be made that would add value to this dataset: success of each campaign according to parent category/subcategory. There would be loads of useful data pointing to categories that showed more promise in achieving fundraising goals than others.