We can draw three main conclusions from the data. First, I had no idea that plays were such a popular type of crowd funded project, both in the successful but also the failed category. Second, there is a large boost to success chance when the crowdfunded projects are released in early summer, June/July. Finally, having a goal of between 5000-15000 for the kickstarters results in a large increase in failed kickstarters, not seen again until 50000+. The projects asking between 15000 and 50000 have the highest chances of success.

Some limitations of the data set are that this data set does not consider donator motivation or Kickstarter outcome, for example, do donators get anything out of donating? Or is it simply charity. The data is also relatively out of date, missing the last four years of crowdfunded data.

A few additional graphs that may be helpful would be a pivot chart around location, to examine if country makes a large difference on success rates. It would also be interesting to look and see if the Spotlight or Staff Pick categories had much effect on success rate and could be done with a pivot chart or a simple bar graph.

Both the successful and unsuccessful groups have a rightward skew to their distribution, i.e. the median is much less than the mean. It would follow that the **median** is a much better representation /summary for both data sets, as both data sets are not a normal distribution. The successful data group has a much larger variance and standard deviation than the unsuccessful group, meaning it has more variability. This makes sense because a “successful” Kickstarter can be funded past the point of its success, while a failed one fails to reach its goal, showing a natural boundary.