**Conclusions About Data**

The dataset provided represents the following trends:

* A mere 1.22% (50/4114) of campaigns started on Kickstarter go live.
* Campaigns started in May were more likely to meet or exceed their funding goals with 61% being rated successful.
* Campaigns started in December represent an inflection point where a campaign is more likely to fail than to be successful.
* Theater campaigns represent the highest absolute number of campaigns at 33% (1393) of total campaigns within the 12 month period. However, music campaigns are more likely to be successful with 77% (540 / 700) of music campaigns being successful (excluding world music) versus 60 % of theater campaigns (839 / 1393) during the same time period.

**Data / Analysis Limitations**

The dataset has the following limitations:

* The dataset only represents 12 months of data and is not representative of the true historical status of Kickstarter campaigns. We cannot view how categories of campaigns have changed over time.
* Missing or incomplete data for some categories and sub-categories (e.g. faith sub-category shows 20 live campaigns but lacks data for how many campaigns were successful overall.
* There is a noticeable lag between when campaigns are successful and when projects go live.

**Suggestions for Additional Tables / Graphs**

* A scatterplot to represent the US successful rate versus the global successful rate.
* A pie chart to display which categories where more successful versus the total funded projects.