When looking at the Kickstarter data, there are three trends for success that I noticed after the initial analysis. The first trend that presented itself is that campaigns that asked for less than $5000 seemed to have statistically higher rates of success than campaigns that asked for funds greater than $5000. A second trend that was recognized is that campaigns that happened in the first half of the calendar year and especially those campaigns that took place in May had higher chances of succeeding. The third trend discovered from the analysis showed that campaigns involving classical, pop and rock music, documentary films, hardware development, nonfiction books, radio and podcasts, short films, tabletop games, and television had 100% success.

After making these predictions based off of the analysis, I do want to identify some limitations to the analysis. Do all the sub-category campaigns that earned 100% success fall into the other categories that showed elevated levels of success? Why are the campaigns that occur earlier in the year more successful? Are Kickstarter backers using their tax refunds to help these campaigns? Also do these campaigns begin during this successful time of year, or is this when the campaign is ending?

I believe some other tables or graphs that may have helped in the analysis of successful Kickstart campaigns could have included looking at the percent of category and sub-categories that were successful. I also feel we could have utilized a visual comparing success rate to when the campaign started and success to when the campaign ended. It may also be useful to future campaign designers to look at those sub-categories that earned 100% success rates and find out when they started and ended and how much each campaign was attempting to raise.

Bonus: I feel the median better summarizes the data. There are a statistically significant number of values that exist beyond the standard deviation. I believe these values skew the mean value from truly showing the normal number of backers a successful or failed campaign receives.