1. **Three conclusions about Kickstarter data**
2. **Smaller projects (<$5000) tend to be more successful while larger projects (>$45,000) tend to fail more frequently.**

71% of projects seeking to raise less than $1000 were successful. 66% of projects seeking to raise between $1000 and $5000 were successful. Meanwhile, only 29% of projects seeking to raise between $45,000 and $50,000 were successful and only 19% of projects seeking to raise over $50,000 were successful. To be fair, there were fewer larger projects (~1800 under $5000 compared with ~460 over $45,000) so the sample size might skew these results.

1. **Film & Video, Music, and Theater categories were the most likely to succeed.**

77% of music projects were successful; 60% of theater projects were successful; 58% of film & video projects were successful. These were the three most successful categories.

1. **Plays were overwhelmingly the most popular sub-category.**

1066 of the 4114 projects were for plays. The next closest sub-category was Rock (under the music category), which had 260 projects. In addition, roughly 70% of the play projects were successful.

1. **Limitations of this data set**

We have no information about the efforts to promote these campaigns. We don’t know anything about what the creators did to advertise or support the campaign. We don’t know anything about external factors that may have contributed to the success of the campaign.

We also have information about the source of this information and whether it can be trusted. Who gathered the data? Did they have an agenda? How did they gather it?

1. **Additional information that would be useful**

I would like to run some regressions to see how correlated the backer count, average donation, and duration of campaign are to the overall success of the campaign. Is it better to have a lot of small donations? Or should campaigns pursue big donations or many donors?

I would also like to run the percentage of success for each sub-topic. I think having the actual numbers, instead of just the visible representation on the bar graphs would be helpful.