1. Given the provided data, we can draw three conclusions about Kickstarter campaigns. Successful campaigns met at least 100% of their funding goals. Failed campaigns tended to be 85% or less of the way to their funding goals. Successful campaigns had sustained support from multiple backers to meet their funding goals. This was true even if many backers paid smaller average donations, and it was true across categories and sub-categories. Smaller projects with lower funding goals had the highest rates of success, though some of the most successful projects had high funding goals. Other relationships might be analyzed such as how much the highest funding backers donated, when, and why.
2. Some limitations to this dataset include the maximum pledge amount: $2,344,134.67, the minimum pledge amount, which was 0, and then $1.00. The maximum project goal was $100,000,000.00, and the minimum project goal was $1.00. The maximum amount of backers was 26,457, and the minimum backer amount was 0, then 1.
3. There may be further relationships to uncover regarding what projects are successful, what projects fail, and how their backers and funding base support them. It would be helpful to do a deep dive into a random sample of cases to explore their context and funding relationships in more depth. It is important to try to understand the community in which a project is undertaken from the perspective of the people and stakeholders who may be interested and/or affected by the project, and as we explore that, we might uncover more information about what encourages success for a Kickstarter campaign.