From the data we received, and the charts we were directed to make) we can make a few general conclusions. In terms of when to start a campaign, starting in the springtime, around May, seems to have the highest likelihood of having a successful campaign. Additionally, campaigns centered around the arts (film, music, and theater), tend to have the most likelihood of achieving success when looking across the entire dataset. These categories also tend to have the highest percentage of spotlights by category, which could contribute to their success. We can also see that campaigns that have goals less than $20,000 have a higher probability of success, with the smaller goals having the highest success rate.

The main limitation to this dataset is the small sample size (~4,000) compared to the known potential dataset size (~300,000). We have no information as to how the original dataset was filtered that may have skewed the results. Additionally, the dataset includes campaigns from all over the world and so may include data not relevant to our purposes, further limiting our workable dataset.

Some other graphs/table we can make out of this dataset to help with our analysis include, Average Donation by category, Spotlight and/or Staff Pick by Category, Average Number of backers per category. If these are done using a Pivot Table or Pivot Chart, these could be further filtered by any of the available fields giving us a more dynamic way of looking at our data.