Conclusions from the crowdfunding campaigns contained within the dataset that was analyzed are as follows:

1. All successful projects met their fundraising goal and raised an average of 3 times their goal. All failed or canceled projects did not meet their funding goal and averaged only 48.8% funded. Projects with goals between 15,000 and 50,000 had the highest rate of success.
2. The date of launch by quarter did not appear to have any significant impact on a project’s success or failure.
3. Film & video, music, and theatre were the most prevalent categories and made up 38.8% of all projects in the dataset. The most successful category was technology with 66.6% success rate. The least successful category was games at 43.7%

Limitations of the dataset are as follows:

1. The dataset does not define success or failure.
2. The dataset does not define how funding goals are determined.
3. Some parent categories had single sub-categories and may not accurately depict future sub-categories that could be represented in the parent category.
4. The dataset does not include information outside of category, country, outcome, launch date, deadline, funding pledged, funding goal, and number of backers.

Additional tables/graphs such as length of time between launch and deadline could be helpful to determine if the length of time to raise required funding is significant. Perhaps projects that are more likely to succeed are funded quicker.

The median number of backers better summarizes the data vs the mean. The median helps visualize the magnitude of difference between the number of backers of successful campaigns vs failed campaigns with minimal influence from single projects with huge numbers of backers.

There is less variance and smaller standard deviation with the number of backers for failed campaigns. This makes sense because failed projects averaged 30% fewer backers, thus the presence of large fluctuations of higher numbers of backers seems less likely.