Looking at the data on Kickstarter campaign outcomes, conclusions about the what makes a campaign successful can be drawn. The table that compares the state of campaigns with their respective category shows that entertainment categories, like theater, music, and film and video have the greatest number of successful campaigns. This may suggest that campaigns in the entertainment industry are more likely to attract backers. The theater, music, and film and video categories are the only categories that have more successful campaigns than failed ones. Looking at sub-categories, documentaries, plays, and rock, have the most successful campaigns within the parent categories. Looking at the state of campaign success over time, we can see there is a peak of successful campaigns around June and July, then it drops back to it around 150 successful campaigns in August. There is a consistent number of failed and canceled campaigns over time.

Some limitations to this data set include location of the Kickstarter campaign. It would be interesting to see if there is a trend in success of campaigns based on location. It would also be interesting to see whether the campaigns are run by female groups, male groups, or mixed gendered. This would help see if there is a bias in backers.

Creating a table or graph to look at the average donation from backers per category would be interesting to look at because it would show what categories are getting the largest donations. Making a graph to look at percent funded per group would also help understand which groups are attracting most backers.