The vast majority of projects launched on Kickstarter are from the US. Due to the large amount in starting a Kickstarter campaign, the percentage of failures would be larger than the percentage of successful campaigns. However, this data shows there are more successful Kickstarter campaigns than failed or cancelled. Three of the top four most popular kickstarters (theatre, music, and film) seem to be related to the arts. Of all attempted Kickstarter campaigns, the data indicates that food truck ventures have the highest fail percentage.

Limitations of the dataset include a lack of demographics (age, gender) behind the various states of kickstarter projects. Perhaps if such demographics are provided, perhaps the data would reveal (for example’s sake) that certain age groups are more involved in successful or failed kickstarter campaigns that other age groups. The data does not indicate

An extra line graph comparing year to year kick-starter success sorted by category would show the app’s growth in specific markets. Two bar graphs with average donations and another bar graph per demographic would show if particular age groups give more money for kickstarter campaigns than other age groups. Marketers could use this information to more effectively target people that would be more likely to give money to their particular kickstarter campaign category.