**Three Conclusions**

There are several trends observed in the dataset of Kickstarter. First, when looking at the parent categories, the number of theater related projects was significantly higher than any other types of projects, followed by music and film & video. From these numbers, I could assume that a lot of mass media entrepreneurs had launched their projects, compared to other types of projects while large number of individuals had enough interests to provide financial support. To the extent, it would indicate that mass media is the most familiar field to the public. Along with the public’s interests in theater, music, and film & video, the proportion of success in these field tends to be higher than others. Specifically, plays in the ‘theater’ category have shown the biggest money influx there, followed by rock and documentary. I would say Kickstarter can be a great platform for small businesses dealing with mass media.

While it is important to aware of what types of projects are more likely to be successful, it should not be ignored to consider types of projects that are not successful. I would like to bring up two separate perspectives to define ‘what is unsuccessful’. Literally, I could argue that based on the numbers of failure from each field. From this perspective, theater projects would be failed most, followed by technology. This data points out that large amount of funding does not always guarantee its success. Another view would be the amounts of money to each category. With this standard, I would argue that journalism can be least trendy since the projects in the field had not received as much help as other fields. However, we still need to keep in mind that less popular projects do not always end up with failure.

Third, when we look at the time-based tendency of success throughout the year, projects tend to be more successful for the first half of the year. Especially in the summer from May to July, higher number of projects had launched which led more success than other months. Plus, in October and November when people’s expenses are generally high due to Thanksgiving and Black Friday in North America, projects have been launched as many as earlier months of each year. Since the data had collected from 2009, it was also interesting to find that the number of projects has increased over time. It may show that the public’s attention toward crowdfunding has increased as time passes. We can predict that the more people would be more acknowledge about crowdfunding, the larger amounts of monetary influx would be expected in the future.

**Limitations**

This dataset only allows us to find correlation between various aspects including categories and time and each project’s state such as success or failure. It is limited to figure out which factors have caused each project to be successful, unsuccessful, and even cancelled.

Additionally, this dataset does not specify how many times an entrepreneur has launched its own products. I believe that those who have experienced in this kind of crowdfunding might have better presentation and marketing which would influence on their selling points across all fields of projects.

**Other Possible Tables and/or Graphs**

For the better analysis of the dataset, I would create a table representing how much percent each parent category and sub category has been successful and failed. Since each field has got funded with different amounts,

Another table I would also create is to show the relationship between the duration of a project and its successful rate. This table would be help us find if there is a higher success rate in relation to the length of a project.