Conclusions

1. Based on the visualization of bar charts displaying outcomes, we can conclude that specific categories or sub-categories perform better than others. Three categories that have a success rate greater than 50% are film & video, music, and theater. Sub-categories to point out are documentaries, hardware, and rock music. While plays both have the most Kickstarter accounts and successful attempts.
2. By looking at the outcomes based on their start month, success rates are better in the first half of the year and decrease as the second half of the year progresses.
3. When we look at success rate versus project goal amounts the rate of success drops as the goal amount increases. Rate of failure overtakes successes at the $15,000 to $19,000 range.

Limitations

1. One category, Plays, makes up a quarter of the data. How does that affect the data? Would that still be true with a larger sample?

Other Tables to Review

1. I think that showing success rate of each sub-category would help project managers decide where to focus their energies.
2. Also, how the total funding amounts correlate to categories. Which categories are getting the most money?

Bonus

1. The median better represents the data presented to us.
2. There is a greater variance in the Successful data.