Given the provided data, we can make some quick conclusions regarding Kickstarter campaigns. At first glance we notice the most successful Kickstarter projects, as far as quantity, are plays, followed by rock, documentary, hardware and indie rock. Although, plays have the most quantity of successes it also has the most failed projects. The projects with largest failed percentage are animation, food truck and video games.

The most successful projects occur late spring to the start of summer and the failed projects occur mostly in December during the holiday/gifting season.

There are some problems and limitations with the dataset and the way it was analyzed.

The data is vague in certain areas, missing information that could be provided by Kickstarter. Who is the person or company behind the project? Have they had successful campaigns in the past? Could be some useful variables to analyzed the data.

One incentive for Kickstarter backers is the rewards associated with backing a project. The data set fails to add this variable and the value/cost of said reward, therefore we can’t tell if certain projects were funded because of rewards.

Another limitation and misleading variables in the data set are the pledge amount and currency format. There are 13 different currencies and no conversion rate. Does this mean the Goal and/or the Pledged variables are in USD or the currency of the county of origin? Either way it misleads any possible conclusions and would explain the outliers on the data set.

Some other useful charts could be generated with the provided data. Here are some suggestions.

1. Percentage successful/failed/cancel based on Staff Pick.
2. Duration of time between launch date and deadline vs. percentage successful/failed/canceled
3. Percentage successful/failed/canceled by county
4. Which project are the most successful? By level of percentage funded and average donation level.