From the data provided, a few categories of Kickstarter projects seem to be good performers. In this case, we define performance as the percent of successfully funded projects out of the total number of projects started on Kickstarter. Music, as a category, is the most successful, with 77 percent of projects being successfully funded. Behind that is the theater category, with theater projects finding a success rate of 60 percent. Just below theater are film projects, with a success rate of 58 percent. From this information, we might conclude that music projects are the most popular amongst contributors, followed by theater and film.

On the other end of the spectrum, a few categories stand out as particularly poor performers. The worst by far are food projects, with a mere 17 percent success rate. Projects falling within the publishing, technology, and games category are very close to each other in performance, with publishing faring worst at 34 percent, technology at 35 percent, and games at 36. We might conclude that those looking to successfully kickstart a project might steer clear of ideas involving food. Conversely, those interested in projects related to food may want to steer clear of Kickstarter for their funding needs. It should be noted that based off the data provided, journalism should have the worst performance, with 0 percent successfully funded projects. However, all journalism projects were canceled instead of failing, and the very low number of projects at 24 total make it difficult to determine if journalism is a poor performer, as there is simply not enough data.

When looking at project counts over time, we see a steady increase in the number of total projects, with a bump in projects starting in Q1 2012. At the start of 2014, however, we see a huge spike in Kickstarter projects, peaking in the middle of 2015. From there, the number of projects starts to slide back down again. When considering the success or failure of projects during the included timeframe, an interesting narrative develops. Before the spike in 2014, the number of successful projects manages to stay comfortably above those failed or canceled. As the number of projects spike in 2014, the number of failures increases just as rapidly as the successes, whereas canceled projects show a muted and slightly delated bump. In fact, during the second half of 2014 and Q1 of 2015, the number of failed projects, not including those canceled, outnumbered successful projects. We might assume that as Kickstarter gained a reputation for successfully helping fund projects prior to 2014, interest in the platform grew until it formed a rush of projects in 2014. These projects may not have been as carefully considered as those before 2014, leading to a high rate of failure, which subsequently subsequently began to mute interest in Kickstarter as a funding platform in the years after 2015, though not enough to drop the number of projects to pre-2014 levels.

One of the limitations in the data set is that it does not show if any successful projects actually delivered results. It could be that a significant number of successfully funded projects did not actually achieve their goals due to various reasons, such as mismanagement or funds or criminal activity. However, there is no data to investigate this possibility. On the flipside, the data does not show if any projects that failed to raise funding on Kickstarter managed to secure funding through other means and deliver results to their backers. Alternatively, projects that failed to reach their funding goal might have delivered on some of their objectives, as opposed to none of them. Again, there is no data to investigate these possibilities.

With the data we have been provided, there is still plenty of other analysis that could be run. For example, we might chart the total funding per category, to see which categories draw the most money. Plotting that data over time could show how the flux of money going through Kickstarter grew or shrank over the years. There is also a ‘staff pick’ datatype, showing whether projects were selected by Kickstarter staff to be more prominently featured. We could investigate if staff picked projects had a higher rate of success than those which were not, and if they received more money. Alternatively, we could chart out the number of staff picks that different categories received, to see if Kickstarter staff had any biases towards the categories of projects they featured.