Conclusions

* Kickstarter campaigns started in the month of May tend to have the highest success rates.
* Kickstarter campaigns started in the month of Jan tend to have the highest failure rates.
* Kickstarter campaigns with a goal of less than 1000 tend to have the highest success rates when compared to other goal ranges.

Limitations

* The selection methodology of the pool of projects in this dataset is unknown, causing uncertainty as to whether this data is representative of a true random sample of the whole population of Kickstarter campaigns. This can consequentially create a level of uncertainty in any conclusions made.
* Understanding the source(s) of the data – was each dataset in the database compiled from a single, primary source (Kickstarter)? Or was it provided through multiple (or secondary) sources?
* Understanding all possible data attributes associated with a Kickstarter project – was all data included that could have possibly been included? Or is there missing data that could be useful in developing a trend analysis?
* Understanding how each piece of data is defined.

Other Tables/Graphs

* Developing a table or graph to visualize the relationship between each project’s associated country and outcome. Does a specific country of origin contribute to a higher/lower success rate?
* Developing a table or graph to visualize the relationship between each project’s associated currency and outcome. Does raising funds in a specific currency contribute to a higher/lower success rate?
* Developing a table or graph to visualize the relationship between projects that qualify for staff picks and outcome. Does a project that attains a “staff pick” have a higher/lower success rate?