**Conclusions:**

The dataset analyzed projects from 2009–2017, with total pledged amount over $40 million.

Kickstarter Projects in Music have the highest chance of getting funded and being successful, specifically rock music. Projects in mobile and video games are most likely to fail.

74% of the projects were launched in the US. The UK has a slightly higher success rate.

If a project isn’t featured (or staff-picked), it can still be successful. Based on our data, 78% of successful projects are not staff picked. Vice versa, even if a project is staff-picked, it doesn’t guarantee that it’ll be fully pledged and successful.

**Limitations:**

* This data doesn’t tell us much about factors that might impact outcome.
* Missing what each variable means (such as spotlight)

**Other Tables:**

* Duration of days before reaching funding goals
* The “state” of projects by country
* Currency average per project per country by category
  + Need to convert all $ to dollars