Based on the data provided from Kickstarter, campaigns that were most likely to be funded fell into the music and theater categories. Theater was the most abundant campaign category from 2009 to 2017, with 60% being successfully funded. Meanwhile, music campaigns had a 77% successful rate, in addition to having the most subcategories where all campaigns were funded. These subcategories included, metal, pop, classical, and electronic music.

Another assumption is that technology and game campaigns are the most likely to exceed their original funding goals, by more than four times the original goal. Finally, it seems that the larger the goal, the less likely the campaign is to reach funding. When looking at the funding state compared to the goal, you can see a steady decline in success as the goal increases.

When thinking about the limits of this data, the average donation metric does not take into large donations.

Additional tables and charts could include the percent funded compared to the category and length of campaign compared to its outcome. These may provide better insight into building better campaigns and setting more realistic goals.