From the provided data set, I can conclude that only 53% of all Kickstarter projects were successful and of those successful projects, the most successful projects were those in the arts that were launched in the early to midpart of the year. The data demonstrates that of those projects that were successful, three categories achieved over the 53% success rate: Film & Video (58%), Theatre (60%), and Music (77%). The data also demonstrates that most successful projects were launched in the early to midyear range (February – July), with project success declining nearly a full 2% in the last quarter of the year.

These conclusions were drawn to the best of my ability, but this data set is limited by a variety of factors, including the sample size, which only represents 1.3% of Kickstarter’s overall past projects. Additionally, this sample size is a few years old, therefore this analysis is lacking the needed relevancy to help anyone draw a conclusion regarding what kind of project they may want to launch or when they may want to launch it. Lastly, there are no written factors regarding this data set or how it was collected. This could be creating skew as there could be some categories listed more than others as well as some categories only listing failures.

If one were to ignore the limitations set forth by the data, this data could be used in a few other ways. I could dive deeper by looking at it geographically. This might help understand Kickstarter’s popularity by region, perhaps it is more popular in America than Great Britain. I could also Pivot this data by required pledge amounts or overall pledge totals trying to make some assumptions regarding success by pledge amount.