Kickstarter analysis

# Conclusions

1. **Categories:**
   1. Successful (vs. failed) projects involve entertainment (music, theater, films & video)
   2. Challenging (likely to fail) projects involve special, niche interests (food, photography, documentaries, and games).
2. **Timing:** Successful (vs. failed) projects are launched in the spring of the year.
3. **Funding:** Consistent with common sense, well-funded projects are likely to succeed.

# Limitations

This data looks at financing, timing, and categories. Not addressed are other important markers, such as management competence, macro-economic health, demographics and geography, labor, market saturation, entrance barriers.

# Further research

The existing dataset can be additionally analyzed with these tables:

1. State vs. country
2. State vs. number of backers (which is different than the amount of money raised).
3. State vs. an analysis of the blurb. This blurb analysis would evaluate the blurb for additional categories, such as the technology that is involved.