

Conclusions:

- Theatre has the greatest number of successful campaigns (187) but also a high failure rate (46%). There might be a lot of successful theatre campaigns, but the chance of one succeeding might not be as high as you think.
- Journalism has the smallest number of campaigns (4) but a perfect success rate (100%). Additionally, every journalism campaign happened and succeeded in the USA. There might be a high chance of success for journalism campaigns, but there aren't a lot of them and they are only located in one country.
- The success of campaigns experienced monthly variance in the following categories: film & video, music, and publishing.

Limitations:

- Media coverage? We don't know which campaigns experienced more media coverage than others nor can we see what impact media coverage had on them.
- Length of campaign? We can't see how long it took campaigns to meet their goals.

Ideas:

- Showing the percent of campaigns that succeeded
- Showing the average donation of successful campaigns, failed campaigns, live campaigns, and canceled campaigns
- Showing the number of backers behind successful campaigns, failed campaigns, live campaigns, and canceled campaigns
- Showing the number of backers each month