Noe Torres

1. For the most part, the only successful campaigns were those that managed to raise enough funding to meet their goals. Without funding the campaign either failed or was cancelled.

The number of cancelled campaigns is relatively low and consistent compared to the number of failed and successful ones regardless of the month. On the other hand, the number of successful campaigns was high and changed a lot from month to month. Same goes for the number of failed campaigns.

When broken down by category, we see that the number of play in total is incredibly larger than every other kind of campaign. Other than that, every other category has a relatively low number of campaigns resulting in a relatively low success rate.

1. One limitation of the data set is that it doesn’t tell us how a campaign did after receiving funding. It tells us whether or not it obtained enough to meet its goal, but it gives us no information other than that. Additionally, it is tracking different kinds of currencies and different kinds of campaigns making it that much harder to establish a universal metric to determine the relative success rates of each campaign.
2. We could have made another graph for the average amount of funding each campaign received in order to highlight which categories tend to receive the most and least.