**Conclusions**:

1. As the goal amount increases, chances of it being successful go down, 73% of the campaigns that had goal <1000 were successful as compared to only 19% where goal >=50 grands.
2. Of the total 41 sub categories, maximum are “Plays” and they also hold the maximum successful campaigns comprising of 31.76% of the total successful ones.
3. There are 12 sub cats (like Television, pop, ,metal, etc.) with 100% success rate and about 12 others (like nature, restaurants, gadgets, etc.) that have absolute nil success rate.

**Limitations**:

1. Goals aren’t in standard currency, for eg.. comparing NZD and GBP can give very misleading results or even if they are standard, we will have to make an assumption to that.
2. The campaigns relate to different years ranging from 2011 to 2017, some campaigns that failed in 2011 might work in 2017 as they aren’t comparable due to certain seasonality trap.
3. There’s lack of information regarding money contributed by each backer in a single campaign, if they were standard for each backer per campaign or not.

**Alternative presentations**:

1. One way of presenting can also be where countries are in columns and :-
2. state as row labels to identify the kind of campaigns that can be moneyed and the kind that is not very bankable and in which geo-region.
3. Successful sub-categories as row labels to identify what category works most in which country.

2. Calculating success rate, category and sub category wise by calculating percentage in the sub-cat pivot table next to grand total. Will help in knowing success rate of each Cat and sub cat.