In the three graphs they all concluded the same thing which was most of pledges exceed the goal. Each graph displayed which area was exceeded by each of the sub category. I also noticed at the end of the year the success rate started to drop dramatically compared to the other graphs. More data is always good to have to measure and compare but specifically in this exercise we are limited because we do not have a week by week breakdown. This would be useful for the peak of each sub category and the lowest point to see why they weren’t successful or failed.