Three conclusions that can be drawn from the data are as follows.

* The category Theater/Plays has the largest number of campaigns. These campaigns are successful 50% of the time or more in all countries, except in Canada.
* The category Food/Food Trucks failed or were cancelled more than 50% of the time in all countries, except Great Britain.
* The success rates are relatively consistent for any start date throughout the year.

One limitation of the data set is that it isn’t able to capture information on the professionalism and persuasiveness of the campaign description on the crowdfunding platforms. These descriptions can attract or repel backers, making an impact on the success of a campaign.

An additional limitation of the data set is that it doesn’t provide information on the marketing and promotion of the campaign outside of the platform. The visibility of a campaign, may affect how successful it is. The more people that are aware of the campaign, the better the chances of obtaining a backer and more donations.

A table or graph that compares the amount of time the campaign was running to the outcome would be nice to see. If a campaign is short-lived, it may limit the opportunities for backers to donate fun, resulting in a failed campaign. It would also be helpful to see a comparison of marketing through “staff picked” or “spotlighted” to outcomes. Promotions directly on the platforms could positively affect the outcome of a campaign.