Report:

Looking at the report the first thing that jumps out to me is the jump in successful campaigns in the middle. You can see that the most successful campaigns started in the summer and there was a higher chance for a campaign to fail over the winter months. With successful campaigns above failed and canceled, it was good to see that majority of campaigns were successful, 57% of all campaigns. Most successful campaigns happened in the summer and higher chance to fail over the winter. You can use the filter and dive in deeper to see the outcomes based off of year and parent category, however it isn’t super intuitive and friendly to use. Lastly we can see that number of campaigns are pretty evenly spread out throughout the months but the fewest campaigns happened in the fall and near the end of the year.

Some limitations to the dataset is how difficult it is to filter by different category types as well as the years. We also don’t know how much time they had from launching to their deadline, only when the campaign started. Campaigns with longer time span and more realistic goals could yield higher success rate.

I would be interested in creating a table looking deeper into the amount of money for goal target compared to how much time the campaign had to reach funding. It would be interesting to see the success of campaigns with the years on the x axis instead of months or even parent category or sub-category.