Crowdfunding is a popular method of obtaining raising funds for projects or different operations. The information provided in this data set gives us an inside on the success of the crowdfunding campaigns and the elements that may affect their success. In this occasion the data shows that data of crowdfunding campaigns reach their goals. Also, the data indicates that campaigns that are longer in length and well planned tend to have higher success rate on reaching their funding goals or higher compared to shorter campaigns that do not reach their goals. This shows that crowdfunding can be a viable option for an organization or any other operation to raise money and build a strong community of supporters.

From this data set the limitations are: crowdfunding campaigns may have evolved since data was collected, also the factors that may affect the success or failures and also one other limitations is that from were was the data collected, from many sources, or one source.

One chart that we can create, is to show the relationship of goal, pledged, successful outcome, and the heat map of the campaign. Also, another graph that shows the relationship in percentage, of was a necessity for the goal funding to be at high value for the outcome to be successful. Also a table can be used to show the relationship between advertising spend and the goal funding reached. This can help identify correlations between different factors that affect performance.