Given the data, campaigns are more likely to be successful in the Spring and Summer, and slowly decrease into the Winter. There is also a correlation with categories and success rates. Technology campaigns are very popular, although they are likely to fail or be cancelled. Other categories such as music and theater are more likely to be successful in addition to being the two most popular. The campaigns are also very concentrated in the United States, however each country had about the same success rate.

The sub categories give a better picture. Certain sub categories are very popular and successful, while some even have a 100% fail rate. For example, rock had 260 successful campaigns out of 260, contributing to music’s high success rate. On the other hand, video games have 100 fails out of 100 campaigns, contributing to technology’s low success rate. It’s interesting that simply choosing a specific sub category, regardless of any story or background, you can increase your chances of success.

There are some limitations to the data. One issue is the concentration in the US. Diversifying the data to other countries may tell a different story. Another issue is that some campaigns are asking for more money than others. Some of these may be unreasonable, influencing someone’s decision to donate or not. Some of the blurbs will most likely be more compelling than others, also influencing donations. There could have been a great campaign with a poorly written blurb, causing it to fail when it should have been successful.

Given the pledged vs goal issue, a table and chart could be created to show if campaigns that ask for large amounts of money are less successful. Another chart could be created to show the number of backers per campaign. This will show if successful campaigns are due to a few large donors or multiple small donors.