Conclusions:

1. When the Goal was less 10,000 the success rate was better. Goal greater than 50,000 the success was only 19%.
2. Donations pledged/collected where higher than the goal set, that is overall Success rate was better than failure rate.
3. In the sub category the play was higher than all the other categories. Play got better response.

Limitations:

1. The Data is a sample representation.
2. Some data were not needed for our study at this time.
3. Dates were stored in the Unix time stamp which had to converted.

Other Possibilities:

1. Pie chart for success, failed, cancelled and live would give a better view.
2. Pie chart goal vs pledged/collected will help as well.