1. Interestingly, there are more successful campaigns than there are failed or canceled campaigns combined. To me, this signals that people are willing to donate on projects they deem worthy even if they aren’t guaranteed to see them succeed, and despite no ROI.

The most successful category, by far, is the Theater category. Also, plays make up the

majority of projects within the Theater category.

The most successful month for all campaigns is May.

1. This data set is great for a high-level overview of how campaigns perform, but it offers very little insight as to why these results come to be.
2. While these results are intriguing, it’s difficult to assume why this is the case unless more information is available. Data such as the demographic of donors and their geographic location could be useful.

BONUS STATISTICAL ANALYSIS:

1. There is more variance with successful projects. This makes sense, since not only are there more of them, but the amount of backers varies greatly. This, in turn, leads to outliers and disparities between donations pledged.