Based on the results of the data, we can arrive at the following conclusions: the theater category appears to have the highest success rate based on the number of successful campaigns and number of overall attempts. Furthermore, the subcategory plays under the theater category appear to have the highest success rate based on number of attempts. If we combine film, music and theater; this accounts to an estimated 70% of the total data population which we can also infer that entertainment is a major factor in this statistic.

Although we may have data to make a proper conclusion we still face setbacks. For instance 36.4% of the total test were considered “failed” if we had further information as to why these instanced failed, i.e. a failure category, we can make further conclusions as to why certain areas did fail and look to correct this in the near future.

In my opinion, one of the items we were to create was a line chart displaying percentage failed, successful and canceled based on the campaign goal amount. Although we can infer theater was the most successful, what could have been created was the same line graph by category to further illustrate our findings and not make an overall statement based on just number of successful and failed attempts.