**Report**

**Conclusion:**

1. The highest success rate category is music (77%), followed by theater (60%) and film& video (58%). Whereas the categories food (70%) and games (64%) shows highest failure rates. The categories photography and technology shows 50-50 chance of success and failure. (Reference sheet2)
2. In the sub-category rock, documentary, hardware, non-fiction, pop, radio& podcasts, shorts, tabletop games, television, metal shows 100% success rate. Plays sub category looks so popular which has 65% success rate (33% failure rate) with more number of campaigns. Some categories Indie rock, space exploration and small batch also has good success rate. Animation, drama, food trucks, wearables has 100% failure rate. (Reference sheet3)
3. Based on the months created the campaigns, February, April and May shows ~60% success compared to other months. December shows lowest success rate of 44%. (Reference sheet4)

**Limitations:**

1. Currency in different country format, conversion is not considered.
2. Cancellations in the campaigns limits the accuracy.

**Other possible tables/graphs:**

1. We can do a country based graphs to see which countries has more success based on category and sub-category.
2. We can do a table/graph on duration of the campaign from the date created and ended columns.
3. Analyzing the spotlight campaigns with success and failure rate will also be interesting.
4. Table/graph based on staff pick and success rate is another possibility.