Based on the crowdfunding data, my three conclusions are (Conclusion #1) Crowdfunding campaigns in the Theater & Play categories have the highest success rate in relation to other categories. Conversely the Theater & Play categories also appear to have the highest failed rate and canceled rate compared to other categories. This is largely due to the fact that Theater & Play categories make up the most crowdfunding campaigns on this dataset; (Conclusion #2) Overall there is a high success rate from doing crowdfunding campaigns especially between the months of June and July; (Conclusion #3) According to the Outcomes Based on Goal table, the campaigns with the highest percentage of success rate (100%) are the ones that have goals ranging between $15,000-$19,999, $20,000-$24,999, and $30,000-$34,999.

Some of the limitations of this dataset is that it doesn’t discern the types of funding that these campaigns are seeking (i.e., donation-based, reward-based, equity, or debt). For instance, if this was known then the analyst could further identify if there is a correlation between high success rate and donation-based crowdfunding. Another limitation is whether the backers are receiving any rewards for funding a campaign. If this data was available, then we could see if there is a correlation between reward-based campaigns and success rate versus another campaign and their success rates.

Another great visualization would be creating a pie graph for each outcome (i.e., successful, failed, and canceled). For instances, a pie chart representing successful will depict the category that shows the largest success rate compared to other categories. Although other charts can depict the same results, this could be a personal preference for someone who would like to visualize the results on a pie graph as opposed to other graphs.