1. Given the provided data, the three conclusions that we can draw about crowdfunding campaigns is based on category and sub – category breakdown, there is a good demand and success for “Theater” and “Plays”. Of all 1,000 crowdfunding campaigns, 344 of the campaigns were for plays which shows that they possibly need the most help and support from backers. A second conclusion that can be drawn is that the three biggest categories: film & video, music and theater that need backing involve subjective talent or an intangible product. For example, when someone creates music, you can’t quantitatively judge how good the song will be or how good the singer will perform it live. On this same note, a lot of the major categories involve people and their intangible talents whether it be singing, acting or performing. Finally, a third conclusion that can be drawn is crowdfunding is not a 100% guarantee that something will be sponsored based on demand. For example, although there were 187 successful theater backings, there was 132 failed backings as well. If it were an overwhelming number, one could say crowdfunding is a good way to get funding for a project, but there still exists that chance that demand for something really isn’t high and it will fail.
2. Some limitations of this dataset is that it doesn’t show what type of genre for film & video, theater or music tended to be the most popular vs. least popular. With that level of granularity, it would help give more insight as to what trends are popular amongst people. This will help determine which types of plays or music are worth creating a crowdfunding campaign for.