Crowdfunding Campaign Analysis

1. Based on the proved data we can conclude that, the Theater main category was the most successful. We can also deduce that the most successful sub-category is plays, which also is the only sub-category for Theater. July was the most successful month over all the years in Crowdfunding.
2. The limitations of this data set are that the currency is not worth the same value, so pricing data may be skewed. Looking at the staff picked data, only 49 of the 1000 were considered staff picks, this may have affected the opportunity for spotlight effecting the amount of money funded. Some categories would be affected by the weather due to the event only being allowed outside, like Food trucks. We don’t have the exact records of the amount of what each person who donated gave, only an average. Theater as a category had the most crowdfunding opportunities, would other categories do better if each category was limited to a set number?
3. We could look at a graph that breaks down the most successful year and the least successful year and find out what was going on in the world that impacted the difference so much. For example, there could be a recession looming and folks are saving as much as they can bracing for impact or, pandemic, severe storm impacted the country, etc. Selling luxury items while recession is about to happen, it will likely not go over well. Learn from the history’s failures.