Crowdfunding Report

Three conclusions we can conclude about crowdfunding campaigns based upon the given data is the level of difficulty it must be for a crowdfunding campaign to be successful as according to the outcome only about a little over 50% of the campaigns were successful as others either failed or canceled their campaigns. Based on the parent category and outcome pivot table/graph we can see that the most common/popular subjects found amongst crowdfunding campaigns and the ones that are usually most successful are theatre, film&video, and music. The last conclusion we can make on crowdfunding campaigns based off of the date provided is that campaigns are less successful during the second half of the year as there seems to be an increase in failed/canceled campaigns starting around June up until December. Some limitations of this dataset would be the lack of data on the individuals/groups who are funding the campaigns whether that be their age or career/educational background which I think would be beneficial information to know. Another possible graph that could be created would be a pie graph showing the percentages of the outcomes.