* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. The first conclusion that we can draw is that the time of year has seemingly no impact on the success/failure rate when it comes to crowdfunding campaigns. By splitting the data into four quarters, we can see that the success rate of all crowdfunding campaigns fall between 55-60%. 55% for Q1 (January-March), 60% for Q2 (April-June), 58% for Q3 (July-September), and 57% for Q4 (October-December). If you adjust the data to not account for live or cancelled campaigns, those numbers become 59% for Q1, 61% for Q2, 62% for Q3, and 61% for Q4, which further shows how little of a difference the time of year of the crowdfunding campaign matters as it relates to the success or failure of the campaign.
2. When it comes to solely looking at the parent category for campaigns, the categories of Photography, Journalism, and Technology separate themselves as being the only categories that have at least a 70% success rate. Those campaigns that fall under these parent categories seem to succeed more often than others. On the other end, Food and games seem to be the least successful categories, having 53% and 47% success rates respectively.
3. When diving deeper into the parent categories by looking at sub-categories, the most successful campaigns are those under the sub-categories of the parent categories of technology, photography, and journalism. Web (technology), photography book (photography), and audio (journalism) campaigns are the most successful, all having greater than a 70% success rate. It is worth noting that Journalism and Photography only have the sub-categories of audio and photography books, but technology has the sub-categories of web and wearables. Technology could actually be more successful if it focused on web campaigns and dropped wearables as web campaigns have a 75% success rate relative to wearables campaigns’ success rate of 64%. Additionally, the parent category of games has campaigns under the sub-categories of video games and mobile games. The video games have a success rate of 53% while mobile games have a success rate of 33%. While neither sub-category performs as successfully as those under the technology or photography parent categories, it is worth noting that the sub-category of mobile games significantly lowers the odds of a game-related campaign succeeding overall.

* What are some limitations of this dataset?

1. It is worth noting that there may be limitations to the parent category conclusion. While journalism has a 100% success rate, there have only been 4 campaigns under this category (0.4% of all campaigns). When you look at those three most successful categories, they only account for roughly 14% of all campaigns. More data may be needed to definitively conclude that those parent categories are more successful, but going from the given data they certainly appear to be more successful.
2. As stated before, the games parent category has a lower success rate due to the mobile games sub-category, which could mean the games category would be more successful if different campaign types were utilized. In the same way it is hard to say that the most successful parent categories and sub-categories are actually that successful due to the lack of data present. Games only account for roughly 5% of all campaigns, if more campaigns were run then it would be easier to state with certainty that games campaigns perform less successfully.
3. In general, all of the data to extrapolate from this data set has limitations in regards to making definitive conclusions. There are not an equal number of campaigns under each category and sub-category, nor are there enough to reach a statistically significant portion of the population. Comparing the success of 4 journalism campaigns to other parent categories such as theater with 319 is intellectually and scientifically dishonest. Simply put, more data is necessary for definitive conclusions to be drawn.

* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

In addition to the stacked column graphs and line graph, creating a stacked column graph for each parent category that shows the success and failure of the campaigns over the course of the year would likely provide additional information to increase campaigns’ likelihood of success. For example, if food/food truck campaigns have a much higher success rate in the spring and summer months and a lower success rate in the fall and winter months, then campaigns could be run at times where they are more likely to succeed.

Additionally, looking at the length of the campaigns compared to the success of those campaigns reaching their goals might allow us to see if that plays a factor in campaign success. If shorter campaigns are more likely to fail at reaching their goal, then adjusting and creating longer campaigns may create more successful campaigns