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Crowdfunding Report

Based on the given data, it is evident that crowdfunding campaigns, particularly those related to theater, specifically plays, dominate as the most common campaigns, nearly doubling the frequency of the second most common category, film and video. Additionally, the data indicates that rock is the predominant genre campaigned for in the music category, while documentaries take the lead in the film and video category. The majority of crowdfunding campaigns are initiated during the summer months of June, July, and August, with the fall witnessing the fewest campaign launches.

However, the provided data has limitations in shedding light on the factors contributing to the success or failure of campaigns. Understanding why a campaign was well-funded or unsuccessful remains challenging. The presence of outliers in pledged amounts is also a possibility, but the data may not capture such nuances. Consequently, the data serves well in offering a quick overview of success and failure numbers across categories and sub-categories, but it falls short in defining the deeper aspects of their outcomes.

To identify outliers, a box and whisker plot could prove valuable, requiring additional information on individual donations. Additionally, a pie chart could offer a clear visual representation of successes versus failures, illustrating their composition within their respective categories and sub-categories.