With the data provided by the graphs, we see that crowdfunding campaigns are more likely to succeed across all parent categories. Then looking at the subcategories we see that most of the subcategories have an almost even split with successful and failed outcomes. Shockingly plays turns out to be the most popular subcategory. Lastly looking at the outcomes based on launch date graph, we see that the successful & failed trend of declining during the month of January & later a steeper decline in August. But in July had the most successful outcome.

Some limitations for this dataset are that in the parent category there wasn’t a big enough sample size to have the “failed” section make any impact. If we wanted more numbers & sample, we could add more categories or more crowdfunding companies into the pool of data. Additional tables of graphs are needed to show more perspectives and analysis on the outcomes would help as well.

So, for considerations we analyze the data by states instead of country to view which state had the most successful crowdfunding & least successful crowdfunding. We can also create a graph that utilizes the “date ended conversion”. We can make a graph depicting trend lines from a start date to end date of a successful versus a failed project.