Crowd Funding Report

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

- I don’t feel time of the year affects the success or failure of a campaign due to what the line chart is displaying. The lines are similar for each time period.

- Artistic ventures were the most popular campaigns with theater, music, and film being the most often categories attempted.

- More campaigns are attempted in the summer period according to the line chart.

2. What are some limitations of this dataset?

- I feel that this data set doesn’t investigate how these campaigns were attempted or any variables to their campaigning process or marketing of them. Such as campaign manager, marketing tactics, overall team expertise, etc.

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

- I believe a graph on the category type and their percentage of success would be important to add in attempt to better understand the success of these funding campaigns regarding their category.

- A map based on where the campaign had their headquarters and where their donations came from may provide insight into the marketing practices and overall reach. This would be interesting to pair with success or failure ratios.