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| Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns? | 1. Theater, film & video, and music are in the upper quartile for the count of total outcomes from the parent category, so this implies these are the most popular types of campaign methods to secure funding. 2. The months of June and July saw the highest count of total successful campaigns, and the month of September had the lowest count of failed campaigns. This could imply that seasons correlate to successful campaigns, the summertime in the USA may be a good time to hold a crowdfunding campaign. 3. Plays had a significantly higher count of total outcomes than any other sub-category with 187 outcomes, rock had the second highest count of outcomes by sub-category with 49 outcomes. Most success in the theater category is attributed to plays. |
| What are some limitations of this dataset? | * Having fields for states in the USA or districts for other countries could help to track the performance of campaigns by region within each country. * Having fields for industry or business that backed each crowdfunding campaign could help to further analyze outcomes from these categories. |
| What are some other possible tables and/or graphs that we could create, and what additional value would they provide? | * A box and whisker plot or table highlighting quartiles of the count of outcomes would visualize which parent category, sub-category, or month was highest and lowest in outcome count. * Adding a filter by the outcome to the above tables would also help to view which field (i.e., categories and months) had the highest number of each type of outcome, thus helping to find statistical significance in conversion rates for which field had the most successful outcomes compared to the total number of types of outcomes. * Adding a table including average donation and the number of backers count against the count of outcome could also show potential correlations to the type of outcome. |