# Conclusions

1. One conclusion to be made from this crowdfunding campaign is that it seems that the most success came from entertainment-based categories. Namely ones that involved an experience. Given that plays, music, and video-based entertainment all have a profound impact on our emotions as well as culture, it is easy to see why those would have the highest likelihood of success.
2. On the opposite side of the spectrum, it seemed that journalism was the least successful. This could illude to an oversaturated market, where many different news based sources all generally report on the same stories, with the only difference usually being a biased spin on the story depending on factors such as politics, religion, and personal views.
3. A final conclusion can be drawn from looking the time of year. It appears to be a trend that crowdfunding seems to take a financial hit as the end of the year draws near. Successful campaigns start to see decreased funding in the last part of the year while cancelations have a higher likelihood around the same time. With both extremes becoming even more prevalent around November. This could be due to the approaching holidays where families generally spend more on food, traveling, and presents for the upcoming Christmas holiday. Thus, having less money to spend on crowdfunding.

# Limitations

* One of the limitations of this data set is depth of advertising information. While it does give parent and sub categories, it doesn’t necessarily dive deep into what all went into the crowdfunding project. For instance, the success or failure of a campaign can all hinge on the advertising and general outreach of the campaign. How much money went into getting the word out, how well was the project showcased? These are important factors that play a big role in how well a project is funded.
* Another limitation is the theme of the projects. While many entertainment projects succeeded, we don’t really know what the individual projects were fine tuned for. Many projects are generally localized to their home country, with only exceptional projects gaining a worldwide notoriety. This is where culture can come into play when it comes to popularity of certain projects. For example, a martial arts movie may do well in parts of Asia and North America, but may not be as popular in India or Africa.

# Additional graphs

* One possible graph that may add value would be a bar graph indicating category success/failure based on currency. This could provide some insight on where specific projects did well based on the currency used to fund them, such a graph could simplify the visual aspect versus the country based graph.
* A simple pie graph could be a quick visual aid to just observe the outcome category. This would give a quick glance at the possibilities of success or failure.