**Crowdfunding Campaign Report**

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

One conclusion that can be drawn from the data is regarding the types of crowdfunding campaigns being run. Assuming the dataset is an unbiased sample, it can be concluded that theater, film & video, and music are by far the most common categories of campaign, each having nearly double the number of campaigns of the 4th most common.

Another conclusion is that the category or sub-category of the campaign does not seem to have any large effect on the success of the campaign, at least in terms of meeting its goal. While there seem to be slight shifts, all charts seem to show a success rate just above the combined failure and cancellation rates.

The last conclusion is that while the month of creation for a campaign does not seem to change its chances too much, there are still some useful trends. First, the number of successes rises quite a bit during the May to July window, then falls quickly with the fail / cancellation rate rising in August. A likely cause for this could be that people’s spending habits tend to free up during the months of summer while children are out of school, but become tighter again in August when they go back. Similarly, the number of failures and cancellations rises again in December, since most people’s money goes to Christmas.

**What are some limitations of this dataset?**

The first major limitation is the period the dataset covers, which seems to range from 2010 to 2019. While this is close to modern day, it is still all pre-COVID pandemic data, which means that results have not considered the changes the pandemic may have had on crowdfunding campaigns. You would especially see a big shift in what categories of crowdfunding campaigns were popular, and which ones were met with success.

On that topic, another major limitation is the large variation in sample sizes for each category. While some areas, such as theater, film, and music, saw many crowdfunding campaigns, others, such as food, photography, and especially journalism, saw a much smaller sample size. This problem only compounds when sorted by sub-category. This means strong conclusions can’t be drawn for most specific categories.

The final major limitation I see is that we don’t know how this dataset was gathered, which means that most trends and conclusions we find assume that this dataset was representative of both the spread of categories, success-rate, etc. More knowledge on how the data was gathered could completely change some of the conclusions.

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

Some other useful statistics that could be represented in tables or graphs include:

* A representation of the % of the goal reached in relation to other statistics (category, timeframe, etc.) to show how variables affect the level of success / how close failures were.
  + Could use table with average % of goal, or a histogram sorting them into groups (0-75%, 75-99%, 100-199%, 200%+ may be a good split)
* Average size of donation by category. This could show trends in how much people might be willing to commit to a certain category of campaign.
* Success rate by size of goal, or size of goal compared to category. Knowing the way the size of goal relates to the category and success rate could provide useful information on how to set a goal likely to succeed.
* Success rate by year rather than month may show how the public’s interest in supporting crowdfunding campaigns has changed over time.
* Success rate by end month or length of campaign may give us different information from the graph based on start month, and thus additional insights on how successful campaigns are based on time.