Conclusions about crowdfunding campaigns:

1. Over 50% of crowdfunding campaigns are successful.
2. It’s evident that **theater** is the *most popular* parent category with crowdfunding campaigns, making of 1/3 (33.4% approximately) of projects, with a success rate of 54.4%. The 2nd and 3rd most popular projects were in **film & video** (57.3% success rate) and **music** (56.6% success rate).
3. Although it’s not the most popular, **technology** had the *highest success rate* for relevant crowdfunding campaigns, 66.7%, followed by **photography**, 61.9%. **Journalism** has a success rate of 100% but there were only 4 projects conducted over a span of 10 years, this doesn’t provide enough insight to how good of an option it would be for crowdfunding.

Limitations:

One limitation to this dataset is that majority of the data is based on crowdfunding projects in the US. If you’re seeking to discover “the trick” to finding success in crowdfunding projects on an international scale (particularly in the non-US countries that this dataset provided), this dataset will be of very limited use. Another limitation is that there’s no data on how campaigns were promoted. Data that shows how the use (or lack thereof) of tools such as social media, promotional videos, backer perks, etc. correlated to campaigns’ outcomes would have been very beneficial.

Other tables and/or graphs:

For the charts that were created for the outcomes of parent and sub-parent categories, I think using column or bar clustered graphs would have been better than the use of stacked-column charts. The stacked charts are visually appealing but column or bar clustered graphs would have made it easier to compare outcomes. As for new tables and/or graphs, I think a table that calculates the mean of the average backer donation of successful campaign projects by category would be useful. The means can be used to forecast realistic donation goals and decrease the chances of setting expectations either too high or low.