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| Report to cover:   * Three conclusions about crowdfunding campaigns * Limitations of the dataset * Other possible tables and/or graphs that would provide additional value |

We can draw the following conclusions from this dataset:

1. The top three most popular categories for fundraising are film, music and theatre (all entertainment related). This shows that there is a strong need for funding in these entertainment industries, because the level of funding provided through other ways (e.g. government) is insufficient to meet the public need for funding in these industries. In particular, the number of campaigns for plays is by far the highest. There is a strong demand for funding for plays.
2. Proportionally, a very low number of crowdfunding campaigns are cancelled. This indicates that crowdfunding campaigns are rarely cancelled and are generally executed by committed people who are motivated to fund their cause.
3. Dataset shows only 565 of 1000 campaigns are successful in meeting their funding goal. This shows that crowdfunding is challenging – roughly, campaigners can reasonably expect to have a 50 per cent chance of meeting their funding goal.

A limitation from this dataset is that ‘success’ is defined as where pledged funds exceed the goal. However, in real life, success is a subjective concept that usually carries different meanings to different people. For example, some would define success as receiving *any* funding at all even if the funding pledged was less than the goal.

Another limitation is that the dataset is heavily biased towards American, European, Australian data. The dataset contains little data from other countries, so it does not give a true picture of crowdfunding campaigns globally.

Other possible visual tools that would provide additional value are:

* Trendline: it could show patterns, or trends, in numbers of live, cancelled or successful campaigns over time.
* Pie chart: could show proportion of campaigns that were successful, failed and cancelled.