What are three conclusions we could draw about crowdfunding campaigns?  
  
\*Theater campaigns are the most popular crowdfunding category. The number of campaigns for the theater category; nearly doubles the next highest category. (Film and Video)  
\*Journalism is the least popular crowdfunding category. The number of campaigns for the Journalism category were significantly lower than the other categories.  
\*Food truck campaigns are more likely to be canceled or fail than they are to be successful. We have 24 campaigns that either failed or were canceled and only 20 campaigns that were successful.  
\*August is the worst month to begin a crowdfunding campaign. This was the only month where the “Failed” and “Canceled” categories outperformed the “Successful” category. There were 43 failed or canceled campaigns and only 41 successful for the month of August.

What are some limitations of this data set?  
  
\*We are limited in that our sample size only contains data from 7 countries. Crowdfunding websites are available in many other countries, and it would’ve been interesting to be able to compare / contrast data from many other countries. We are also limited in this respect because we are only looking at data from “Western” countries. We do not have data from countries in Africa, the Middle East, Asia, etc. It is very possible there is a cultural or regional attitude in relation to crowdfunding campaigns and looking at data from other countries could’ve helped make this connection. (More likely to donate to a crowdfunding campaign because culturally, the community is important. VS. A culture that may be highly individualistic and less likely to donate)

\*Our data is also limited by our sample size. According to a statistic from Kommando Tech, there are an average of 333 crowdfunding campaigns launched each day. Comparatively, our data set looks at a relatively small number of crowdfunding campaigns.  
[Crowdfunding Statistics: United We Stand, Divided We Fall (kommandotech.com)](https://kommandotech.com/statistics/crowdfunding-statistics/#:~:text=An%20average%20of%20333%20new%20crowdfunding%20projects%20are,on%20how%20many%20crowdfunding%20projects%20are%20initiated%20daily.)

What are some other possible graphs / tables we could make and what additional value would they provide?

One other graph that you could use to analyze this data is a Box and Whisker plot. I personally used a box and whisker plot to view the data and determine if there were significant outliers in the data. This helped me determine whether the Mean or Median would be a better measure for this data set. (I chose Median because the box and whisker plot showed significant outliers.)

We could use a pie chart as a simple way to show what percent of campaigns were successful, failed, canceled or live. This would be helpful to someone that just wanted a “quick hits” view of the data. They could easily view the chart and get a general idea of what percent of campaigns were successful, failed, live or canceled.

One other table we could make for this data would be a table showing the average amount of time that it took to fund a “Successful” campaign. This could potentially be helpful data to someone thinking of starting a crowdfunding campaign or someone that already has a campaign in process. In either situation, you could take your goal $ amount and divide it by the average number of days to fund a successful campaign. This would give you an idea of how much money you need to raise daily to stay on pace with your campaign. You can also use this measure to give you an idea of how your campaign is doing compared to others. (Is the campaign on track? Is the campaign falling behind?)