Given the provided data we can conclude that crowdfunding has been used much more frequently for arts such as Film & video, theater, and music. While this is the case there isn’t necessarily a higher success rate with these subjects. We can also conclude that it may be slightly better to start a crowdfunding campaign in the months of June or July as there is a slight uptick in success rate in these months, however with a larger data set we could confirm this. Finally, we confirm that starting a crowdfunding can be a successful business idea for many different areas, and while we do not have a ton of data for each different category our data does show similar success rates for each showing it can be successful.

Some of the limitations for our dataset would be how much advertising each company/product has spent getting their campaign out there. This could be a clear indicator that some of our failed products just simply didn’t get the exposure needed to succeed. Another limitation is we do not get to see how big our companies are in terms of employees, previous funding, etc. This could also be a clear indicator that a smaller startup with friends could possibly have a much lower success rate than say a bigger company with 50 employees. Another limitation is just the amount of data that we have. In some of our sub-categories we have as small of a sample size as 3-8.

Some other tables I would like to see are a percentage successful table rather than the raw numbers. I believe this would be easier to look at to quickly decipher which categories are having higher success rates, especially if we had a much larger dataset or we were adding onto our dataset over time. If we were to have the data on how much advertising each did/had then we could also create a graph to see if there is a correlation on success to advertising money spent.