Crowdfunding Report

Conclusions:

1. The success of a crowdfunding campaign is strongly related to the category that the campaign falls under. Categories in the entertainment field, such as music, theater, film and video, have the highest number of successful outcomes.
2. The sub-category of crowdfunding campaigns with the most success falls under the parent category of theater; plays have over three times as many successful outcomes as the second sub-category of rock.
3. Crowdfunding campaigns perform similarly over the course of a year but have the most successful outcomes during the months of June and July.

Limitations:

A potential limitation of the crowdfunding campaign dataset is the lack of data concerning the reason for failed campaigns. Another limitation is the lack of currency conversion which would allow for comparison of total funding from each campaign.

Possibilities:

A table and graph analyzing the accumulation of campaign funds over the years would provide insight regarding the activity of each crowdfunding campaign and their sustained effort. A table and graph analyzing the fund totals related to their country of origin would help determine which countries are best for crowdfunding campaigns.