Conclusions

1. Crowdfunding projects generally have a 60/40 rate of being successfully funded.
2. Technology is the most successful on average with just under a 70% of projects being funded.
3. Theater projects are the most popular category by far but are slightly less successful than the average project (58% of projects successful funded).

Limitations

1. There are not enough journalism projects to judge how well they do generally.
2. The pivot tables we created still do not account for large singular donations that get the project funded when it might not have been funded otherwise.
3. The pivot tables we created do not account for how under or over funded projects were at the end of their campaigns.

Other Categories and Pivot Tables/Charts

1. Backers and Parent Category
   1. Filters: Sub-Category, Outcomes,
   2. If a project has succeeded but does not have a lot of backers, it could mean there were a handful of backers that gave a lot to the project. The project might not have succeeded or gotten the popularity it needed to succeed without those big donations.
2. Average Donation and Parent Category
   1. Filters: Sub-Category, Outcomes, Backers
   2. If a project has a high average donation and a low number of backers there could be a wealthier demographic that support those kinds of projects.
3. Additions to the Outcome category
   1. A “Hugely Successful” and an “Abject Failure” designation could help tell us if a category has a higher reward or higher risk if the project is successful or unsuccessful.
4. Median and Largest Donation Amount
   1. This would help us know if there was an outlier donation that helped push the project from failed to successful.