1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
2. In reviewing the data there doesn’t seem to be a particular “trick” to a successful campaign.

Chart, line chart

Description automatically generated

1. Theater/Plays campaigns seem to get funded, but just as many campaigns fail.

Chart, waterfall chart

Description automatically generated

1. The US has an extraordinary number of campaigns compared to other countries.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | US |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |  |
| film & video | 10 | 41 | 3 | 76 | 130 |  |
| food | 3 | 15 |  | 17 | 35 |  |
| games | 1 | 20 | 2 | 14 | 37 |  |
| journalism |  |  |  | 4 | 4 |  |
| music | 6 | 44 |  | 79 | 129 |  |
| photography | 3 | 6 | 1 | 24 | 34 |  |
| publishing | 2 | 18 | 1 | 28 | 49 |  |
| technology | 2 | 24 | 1 | 45 | 72 |  |
| theater | 17 | 106 | 1 | 149 | 273 |  |
| **Grand Total** | **44** | **274** | **9** | **436** | **763** |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

Chart

Description automatically generated

1. **What are some limitations of this dataset?**
2. **The data is a sample size of both Kickstarter and Indiegogo. Some crowdfunding sites may be more popular than others which could skew success for some projects over others.**
3. **There are 7 different currencies, it makes it hard to compare projects based on the goal amount.**
4. **Data gives no information on donors, location relative to the project, if good are received for their support, etc.**
5. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
   1. Tables and graphs breaking down more subcategories and their outcomes.
   2. Graph with number of social media and email pushes (attention) the successful projects get compared to the failed projects.