1. The data highlights the fact that an overwhelming proportion of crowdfunding campaigns come from just three categories: film & video, music and theatre.
2. Further analysis points that the vast majority of crowdfunding campaigns come from only one sub-category: plays.
3. The data indicates that the warmer months of June and July are the most successful months for crowdfunding campaigns.
4. Limitations to the dataset include possible bias due to single source for the crowdfunding data that may be more specialized for the arts over the other categories.
5. Average donation over time graph would add beneficial data that could lead to potential insights into the timeline that leads to success or failure in crowdfunding campaigns. The data could be used to see when exactly when the funding started to drop off and that can be used to investigate if campaigns fail or succeed based on the patterns of the funding they received.
6. The mean is a better summarizer of the data because the larger value accounts for the larger variance in the subsets of data.
7. The analysis suggests that there is more variability in the successful campaigns data and this makes sense because it doesn’t matter on the number of backers to be a successful campaign. Funding from a single individual could meet the goal that takes a thousand people in a different campaign.