1. Given the provided data, the three conclusions that can be drawn about crowd funding campaigns are:
2. We can understand and visualize the market trends, inclinations, preferences and identify the popular categories that received more funding for campaigns.
3. Seasonal trends can be identified visualizing the chart which suggests us the best month/time to launch a particular campaign which is essential for optimizing the chances of success as it pinpoints the favourable month.
4. The correlation between funding goals and success rates provides valuable insights and reveals whether the campaign with lower or higher targets are more likely to succeed.
5. Some limitations of the data set are:
6. Geographical insights of the backers can help us analyse and indicate where the support is coming from and provide us guidance for the future campaigns.
7. Data about the post-campaign success helps us in identifying major pitfalls.
8. Data about the channel/platform we used to promote our campaigns is a very valuable factor.
9. Some other possible tables/graph that we can create is:
10. Bar chart to show the success by category and comparing the funding goals vs actual fund raised.
11. Radar Chart to show campaigns based on multiple metrics: funding, backers and duration.
12. Scatter Plots to visualize the relationship between type of campaign and success rate.