Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. Overall, the most popular Sub-categories are plays, rock, and documentaries. However, this does vary by country, and by time. For example, the top three for Australia, the top three are plays, web, and drama. In 2016, the most popular with plays, indie-rock, rock.
2. For the most popular overall, the success rate (successful outcome/ (successful outcome + failed outcome) is around 60%.
3. There may be seasonality between the years. However, further statistical analysis and business insights (from subject matter experts) may be needed to confirm these conclusions.

What are some limitations of this dataset?

1. The currency should be standardized to $ USD. This standardization would be critical for analysis on which categories receive the most pledged amount.
2. This dataset contains data from only 7 countries. The results are biased to these 7 countries (i.e., what is the most popular crowd-funding projects from the rest of the world)
3. This dataset may not contain data from all crowd-funding platforms. These creates bias, as if we had data from the rest of the platforms, we can be more confident in the dataset’s insights.

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

1. Time-Series of monthly average of the outcomes with standard deviation. We can see if the drop of successful between (Jul-Aug) and failed (Aug-Sep) is statistically significant. This can warrant further analysis, such as if there is seasonality.
2. Bar Graph of popularity of sub-category by country. The sub-category illustrates popularity, but this might not hold true for every country.
3. Average length of each crowdfunding project by sub-category. This will determine how much time one would expect their crowdfunding campaign to last, and if certain categories have longer campaigns.