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

1. The three most popular parent categories for crowdfunding are film & video, music, and theater. Each of these categories are in entertainment.
2. The most popular sub-category for crowdfunding is plays.
3. The number of crowdfunding projects has remained rather steady from 2010 to 2020, with a slight drop in projects in 2012 and 2013.

What are some limitations of this dataset?

One limitation of this data set is individual donations. We know the total number of donors and the total number raised, and through this we can calculate the average donation. What we can’t see is if a small number of donors funded a majority of the project. Short of having a list of every donation, knowing the median, mode, min and max donations could help give insight to donation distribution.

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

We could look at length of campaign compared to outcomes to see if the amount of time that a campaign is live can impact the success of the project.

We could also run a correlation between outcome and Staff Pick or Spotlight to see what impact those two actions had on outcome. This could influence if time or energy should be spent pursuing one or the other, or both.

It looks like campaigns that had both had the highest rate of success (62.5%) as compared to the overall success rate (56.5%). However, campaigns that got either just a Staff Pick (54.5%) OR just a Spotlight (54.4%) did worse than the overall average. Campaigns that received neither also outperformed (57.2%) the overall average.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Staff Pick | No Staff Pick | Total |
| Spotlight | 0.625 | 0.544 | 0.549 |
| No Spotlight | 0.545 | 0.572 | 0.571 |
| Total | 0.571428571 | 0.56466877 | 0.565 |