1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
2. **Category Significance by Country**: Crowdfunding campaigns in categories such as film & video, music, and theater are more numerous than those in other categories, like food and games. Consequently, film & video, music, and theater have a relatively higher number of both successful, failed and canceled campaigns compared to other categories. This phenomenon exhibits similarly in all countries.
3. **Sub Category Opportunities:** Even within big categories, there are smaller categories where crowdfundings are requested. This spreads also suggests that which sub categories under a specific parent category has higher number of campaigns requested for funding. Just like the analysis of big categories, it's possible to know the number of outcomes (successful, failed, canceled) for each subcategory. For instance, in the film & video category, "documentary" has a relatively large number of crowdfunding campaigns; in music, it's "rock"; and in theater, "plays" dominate. This pattern is consistent across all countries.
4. **Monthly variations by big category and year:** The number of outcomes of crowdfunding campaigns also change over different month of the year by a specific big category and year, as seen in the monthly breakdown. When viewed by year, it's generally observed that the number of successful campaigns increases around June and July and decreases around October. This suggests that choosing the right month to launch a campaign can impact its overall success and the number of canceled campaigns does not vary significantly by month.
5. **What are some limitations of this dataset?**
6. Project Team and Background would have an impact the success: The experience, expertise, and credibility of the project team are important in gaining backers' trust.
7. It's impossible to know how the crowdfunding was marketed and promoted and the method of promotion and marketing strategy (Which social media or community were involved?)
8. There is no information about the reward structure and incentives that would impact the results
9. It's impossible to know how well-organized and designed the campaign is. The quality of the campaign can affect the outcome.
10. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
11. If we draw a pivot table that has a column of Date Created Conversion (Year or Monthly), rows of category, values based on the count of outcome and 100% Stacked Column grapth, we would be able to know category's portion over time. (**Suggestions1 Sheet**)
12. If it also displayed the success rate, by the same category and monthly with bar chart, pie chart, line chart then the likelihood of success could be determined by multiple factors. (**Suggestions2 Sheet**)
13. By dividing the goal amount into several ranges and calculating the ratio of the total number of successful cases in each category compared to the total, and then drawing a bar chart for each category, we can understand which goal amount has achieved the most success in each category. (**Suggestions3 Sheet**)
14. By calculating the campaign duration in days using the Date Created Conversion and Date Ended Conversion, and aggregating the number by Outcome, it can be possible to understand the impact of duration if the campaign duration is neither too short nor too long, but just right. (**Suggestions4 Sheet**)
15. If data listed in the limitations above can be collected, it would be useful to create tables by category and by month, as already analyzed, and to draw graphs for analysis.