Crowdfunding Questions:

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

1.) The most popular crowdfunding Campaigns are Film & video, Music and Theater Events with Plays being the number 1 crowd funded event.

2.) Rock Music crowdfunded events were the most popular among music events, but World Music has the highest success rate due to there only being 3 events for the category.

3.) March, July, and December seem to have the most successful crowdfunding campaigns with February and November being the least popular months to have crowdfunding campaigns.

* What are some limitations of this dataset?

This data set only contains 1000 data points over a 10-year span with most of the data coming from the USA, making it difficult to compare events in different countries with each other. There are also a lot of subcategories with very small sample sizes making it difficult to judge success rates for specific subcategories. You could also have outliers where events had a small number of large donations that could be skewing some of the data.

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

I believe you could add a table and graph looking at the outcomes of crowdfunding campaigns filtered by Goal amount and country to compare how successful campaigns of higher goal amounts were to lower goal amounts and to avoid currency discrepancy, look at the country’s filtered. I would also be interested in seeing how the average donation compares to each subcategory to see if there is a specific campaign type that on average has a high donation rate and leads to more successful outcomes. The last table and graph I think would provide more context is the number of backers compared to goal amount and number of successful outcomes. Does a higher goal amount always mean more backers? Will more backers always lead to more successful campaigns?