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

Most Popular Categories: Theater, music, and film & video have the highest number of projects.

Success Rates: Theater has a relatively high number of successful campaigns compared to other categories. Music and technology also have high success rates.

Failed Campaigns: Theater and film & video have many failed campaigns, indicating the competitive nature of these categories.

Category Popularity Varies: Categories like theater, music, and film & video are popular, but they also come with a high risk of failure. On the other hand, categories with fewer projects, such as photography and journalism, have less competition.

Timing Matters: The time of year when a project is launched can impact its success. For example, June to July as a Hotspot for Success: Instead of September, it is clear from the data that June and July are the optimal months for launching a crowdfunding campaign. Creators looking to maximize their chances of success should consider launching their projects during this period.

This seasonality trend could be due to a variety of factors, such as increased consumer spending in mid-year, better timing for summer-related products, or even marketing cycles that align with this period. Understanding this can be vital for timing future.

Lower Goals Lead to Higher Success: Campaigns with lower funding goals tend to have a much higher success rate. Creators might increase their chances of success by setting more modest goals.

1. What are some limitations of this dataset?

We don't have information on marketing efforts, project quality, or creator reputation, which could significantly impact success rates.

The dataset does not include demographic data (e.g., location, target audience), which could be crucial for understanding market trends.

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

Backer Contribution Analysis: Analysing the average donation per backer across different categories and funding goals could reveal trends in backer behaviour.

Campaign Duration Analysis: A chart showing the relationship between campaign duration and success rate would help understand whether longer campaigns have better outcomes.

Analysing average donation by country (pivot table) OR Graph.

Analysing sum of goals by different currencies (Pivot Table)