Crowdfunding Report

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

a.) Theatre, music and film & video had the highest number of overall crowdfunding projects in the data set.

b.) In the subcategories under music, rock had the largest number of crowdfunding projects. Photography, publishing and technology had the highest rate of successful fundraisers compared to the other parent categories.

c.) In the count of crowdfunding success rate by month graph, in the category for the projects that have the date created in April, it had the lowest number of canceled projects over the range of the entire population pool.

2.) What are some limitations of this dataset?

a.) This dataset does not include information about the origin or source of backers, e.g. their city/province/state, demographics information etc.

b.) The dataset does not include or correlate to any additional information about the marketing strategies of the most successful campaigns, e.g. whether promotional videos and other media were included in their campaign concept and strategy.

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

a.) Correlation study between average donation and category/subcategory.

b.) A keyword analysis would lend insight into the popular topics amongst funders.