1. **What are 3 conclusions that we can draw about crowdfunding campaigns?**

* Theater is the most prevalent category as well as the most successful throughout the year, specifically due to the popularity and success rate of plays. However, there was a significant dip during the months of May and August.
* The US is the most influential country in each category’s overall outcome, with a total number of 763 blurbs out of the 1000 provided within the data set.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | US |  |  |  |  |
| parent\_category | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of sub-category** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| animation | 1 | 7 | 2 | 17 | 27 |
| audio |  |  |  | 4 | 4 |
| documentary | 4 | 12 |  | 25 | 41 |
| drama | 2 | 9 | 1 | 17 | 29 |
| electric music |  | 6 |  | 10 | 16 |
| fiction | 1 | 6 |  | 5 | 12 |
| food trucks | 3 | 15 |  | 17 | 35 |
| indie rock | 1 | 15 |  | 18 | 34 |
| jazz | 1 | 4 |  | 6 | 11 |
| metal |  |  |  | 3 | 3 |
| mobile games |  | 7 | 1 | 3 | 11 |
| nonfiction | 1 | 4 | 1 | 8 | 14 |
| photography books | 3 | 6 | 1 | 24 | 34 |
| plays | 17 | 106 | 1 | 149 | 273 |
| radio & podcasts |  | 3 |  | 3 | 6 |
| rock | 4 | 19 |  | 39 | 62 |
| science fiction |  | 7 |  | 4 | 11 |
| shorts | 1 | 3 |  | 4 | 8 |
| television | 2 | 3 |  | 9 | 14 |
| translations |  | 5 |  | 12 | 17 |
| video games | 1 | 13 | 1 | 11 | 26 |
| wearables |  | 14 | 1 | 19 | 34 |
| web | 2 | 10 |  | 26 | 38 |
| world music |  |  |  | 3 | 3 |
| **Grand Total** | **44** | **274** | **9** | **436** | **763** |

* Projects with goals between 15000 and 49999 had higher success rates than those outside of this range. This might mean that some projects’ goals were too optimistic.

1. **What are some limitations of this dataset?**

* As mentioned before, most of the data collected comes from the US, meaning that on a global scale, this data is quite limited since there is a lack of data from every other country. The dataset also includes numerous outliers in the successful and failed backer counts, indicating that the data is skewed towards successful projects and the number of backers.

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

* Additional tables that would add value to the analysis of this data would be a box and whisker histogram to help visualize the outliers for successful and unsuccessful backer counts. A table that demonstrates the quartiles would also be useful in identifying a more accurate median range within the box and whisker histogram.