Analysis of the dataset:

In the crowdfunding assignment, we observe that there is data for 1000 campaigns carried out between the years of 2010 and 2020. Of the 1000 campaigns, 565 of them were successful, 364 had failed, 57 were canceled and 14 of them were live at the time of the extraction of the data set.

When we look at the breakdown of the projects that were on campaign regardless of the outcome, 34% belonged to theater, 18% film, 18% music, 10% technology, 7% publishing, 5% games, 5% food, 4% photography, and less than 1% journalism. Except technology, and food, rest of the categories are indicating interest in visual arts.

It is observed that around 60% of the campaigns had a goal of raising up to 10K , 30% had a goal of more than 50K, and the remaining 10% had a goal in between 10K and 50K. While the campaigns targeting 10K and less, reached a success figure of around 65%, and a failed figure of around 35%(including the canceled ones), the campaigns for 50K and more resulted 35% success and 65% failed. The targeted campaign ranges of 15K to 50K had a success ratio of 85%.

The high number of theater and specifically Plays category in the breakdown of the crowdfunding projects deserves a close scrutiny as it is totally up to lots of different assumptions to infer a meaningful insight.