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

While there are many conclusions that can be drawn from the data provided, there are three factors I have chosen to focus on. The first conclusion I drew was that most of the crowdfunding campaigns were successful. With 565 successful campaigns out of 1,000, this data shows a success rate of 57%. Additionally, all but 5 of the successful campaigns achieved over 100% of their respective goal. Thus, crowdfunding campaigns can be considered to have greater odds for success.

The second conclusion drawn from the data was that over a quarter of the crowdfunding campaigns were for theatre and plays. 344 of 1,000 campaigns were listed as being part of the play sub-category, thus making it the largest sub-category. The next highest sub-category only had 85 campaigns within it. Therefore, the data implies that just over 1 in 4 crowdfunding campaigns will be theatrically inclined.

The final conclusion that can be noted is that the month in which the campaign was started has minimal effect on the outcome of the campaign. Looking at the table for Date analysis, the numbers are relatively close together, with few extremes. No one month really stands out in any extreme, from an outcome perspective. While January had more campaigns started in it overall, each category of outcome showed little variation within their individual category. This implies that time of the year in which a campaign is started has little influence on the outcome.

1. What are some limitations of this dataset?

The largest limitations in this dataset are the lack of information regarding marketing, platforms utilized and target audiences. Without knowing this information, it cannot be accurately determined how and why each campaign was successful. Was it truly luck of the draw? Did the campaign succeed because it had a great marketing budget? What platforms were used? Any campaign started by a multimillion-dollar company with thousands of followers on social media has a better chance of success than one that is run by a company with ten followers and a tiny budget. Who is targeted is also a major determining factor, as people who will benefit from the campaign are more likely to contribute. Without additional information to interpret the data, any trend determined has the potential to be inaccurate.

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

Some additional graphs that could be created from this data include a pie graph, several box and whiskers graphs, and bar graphs. The pie graph could be utilized to create a visualized comparison of the total outcomes of each campaign in the data set. The box and whiskers graphs could be used to determine the outliers for each campaign outcome. From there, each outlier could be analyzed to determine what makes it different from the rest of the campaigns in its outcome category. Finally, bar graphs could be utilized to compare how many campaigns actually succeed, fail, are canceled, or are currently on-going in each country. Where a campaign is held can be a greatly influential factor in its outcome. A country with little extra revenue will likely struggle to meet any crowdfunding goals, while countries with large overall incomes may do exponentially better.