- Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns? The theater category, particularly plays, seems to have the highest chance of having a successful campaign. June and July appear to be the best months for the number of successful campaigns. Food and games parent categories have an almost even split between successful versus failed campaigns.
- What are some limitations of this dataset? There could be outliers which we are not adjusting for. The currencies may not be under the same units. The year these campaigns were run could influence the data results as the newer campaigns may automatically have been more successful as people are more comfortable with these type of fundraisers now. We can't see the full fundraiser posting which may include important factors that are shared amongst successful versus failed.
- What are some other possible tables and/or graphs that we could create, and what additional value would they provide? We could create a table/graph showing the relation between the time the campaign was running and the outcome. This could provide insight on optimal running time. We could also create a table/graph showing pledged amount versus goal which could provide insight on whether the amount stated as the goal has any influence on the final pledged amount (maybe those with a lower goal raise more money).