From the 1000 data points on crowdfunding campaigns, we can draw several conclusions. The first conclusion we can draw is that over half (56.5%) of the total campaigns were successful, while only 36.4% of total campaigns failed, 5.7% of total campaigns were canceled, and 1.4% of total campaigns were live. Of those that were successful, the majority (187) campaigns were of the parent category “theater”, with the second most (102) campaigns’ parent category being “film & video”. A second conclusion we can draw is that Great Britian had fewer successful theater campaigns (20.8%, of the total campaigns for Great Britian, or 10 campaigns out of a total 48 campaigns for GB) than the U.S. did (at 56.8% of total campaigns, or 273 campaigns out of a total 763 campaigns for the U.S.). Another conclusion we can draw is that the peak month for successful campaigns across all years happened in July with a total number of campaigns at 93. July is also where we saw the largest total campaigns (canceled, failed, and successful) at 93 campaigns out of all months of 986 campaigns.

Some limitations of this data set are that it uses different measurements of currency depending on which country the campaign is in. This is important because the amount of money pledged may not be converted into the same units, which would skew the data depending on conversion rates between currencies. Another limitation of this data is that it has a small number of data points, sampling only 1000 campaigns. This may be problematic for a few reasons. The first reason is it may be a random enough sample to accurately describe all crowdfunding campaigns. For example, only seven countries are sampled, and they are all well-developed nations. This may introduce bias into the sample and would not be an accurate representation of the entire population of crowdfunding campaigns. Another limitation of the data set is that it does not include any demographic information about either the campaign itself (other than country), or the backers that donate to it. This may be interesting to look at because the donation amounts may be correlated to the affluence of the backer, or campaigns that start in poverty-stricken areas may receive more donations on average than those in affluent areas. With this data set we cannot tell.

One graph I would create would be a graph of the average donation amount grouped by both category and subcategory. This would be helpful because it would give insight into which category/subcategory are most successful in terms of backer support. Another graph I would create would be the percentage funded versus the time the campaign has or had been live. This would be interesting because we could see if there is a relationship between the time a campaign has or had been live and the percentage it was funded (maybe campaigns that were live longer had a higher percentage funded). The last table or graph I would make would be one of the average backer count versus the parent category and the subcategory. This would be valuable because we could see which categories and subcategories are most popular in terms of drawing in backers.