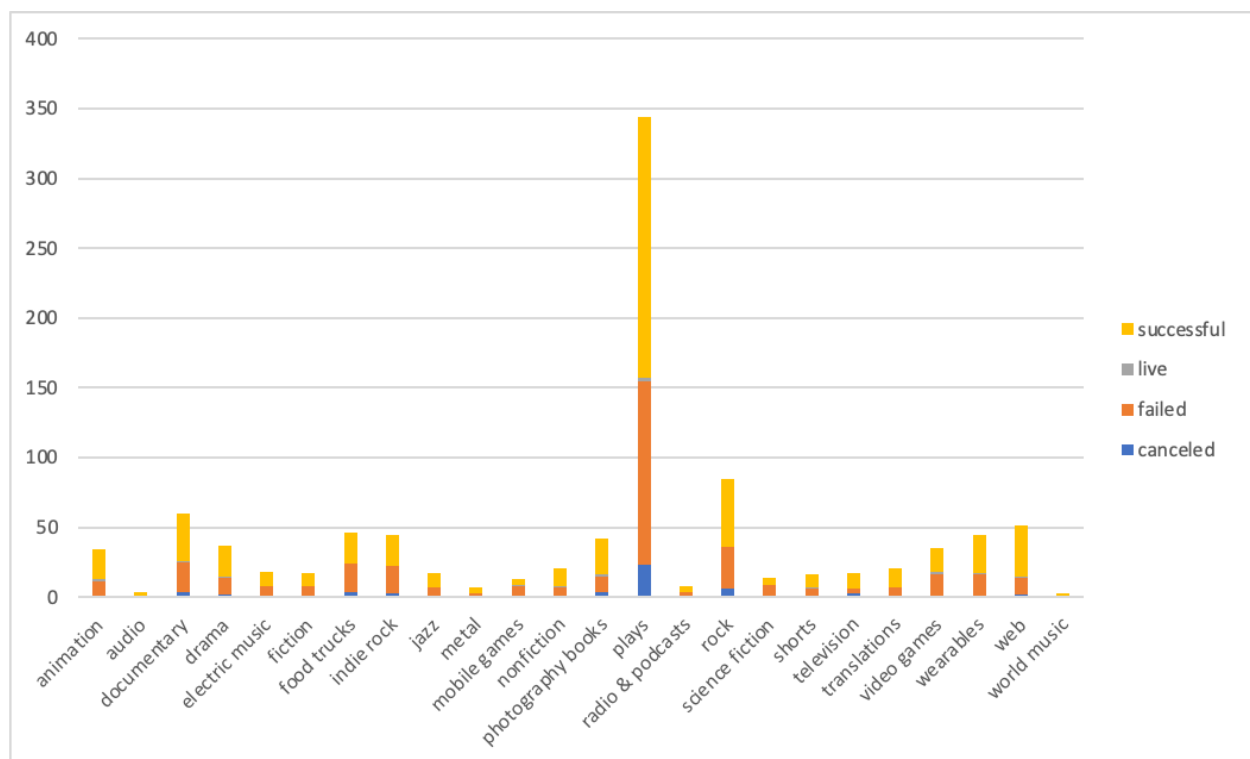
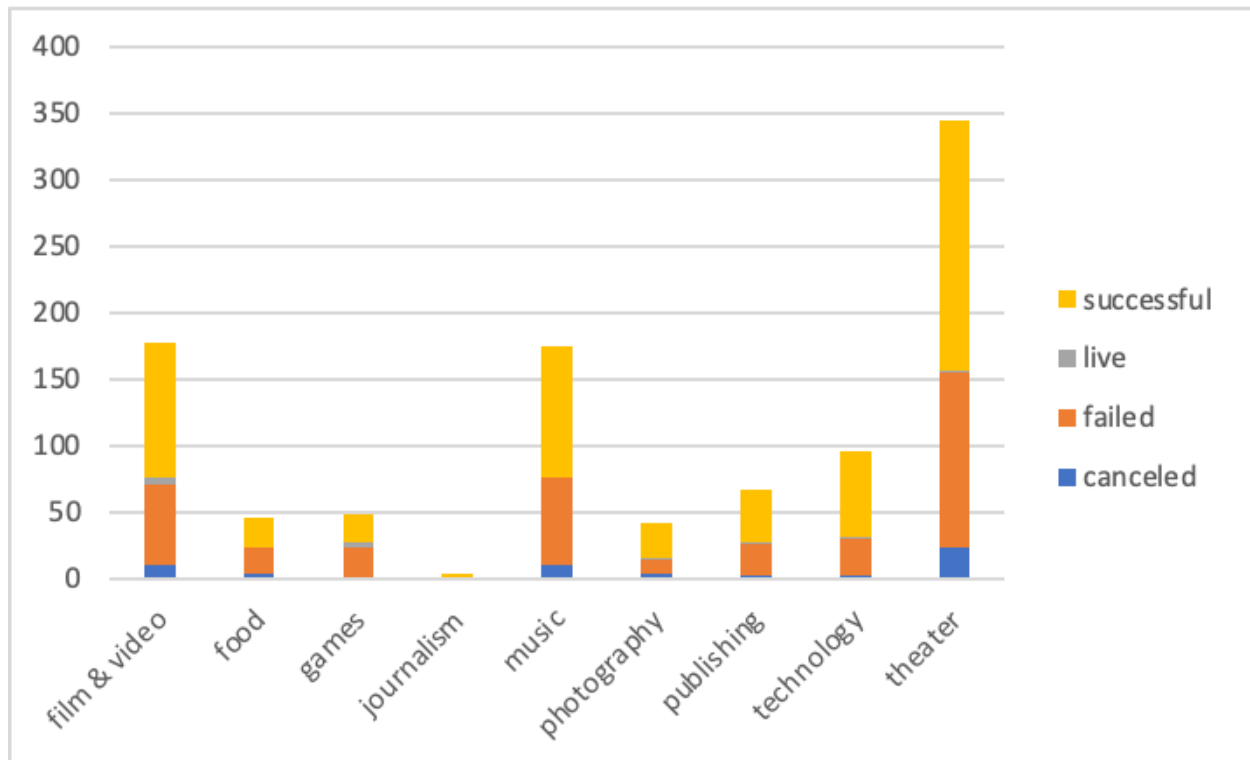
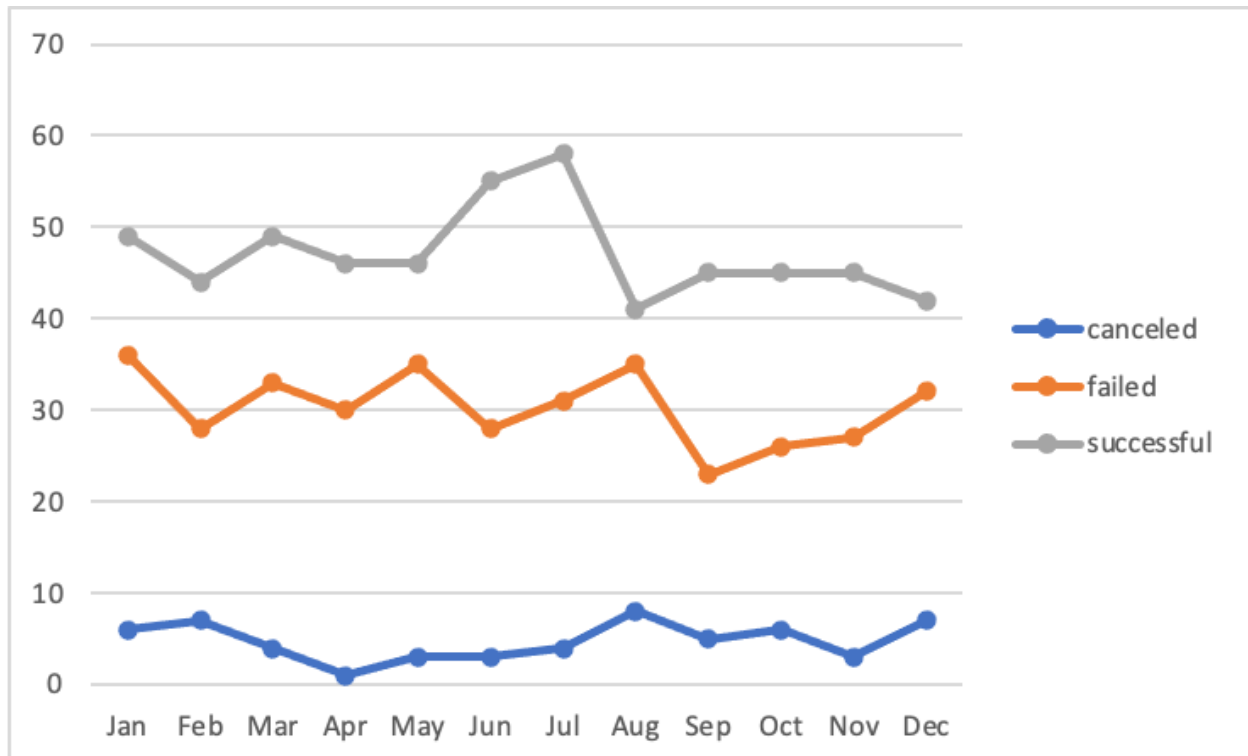


Part 1: Three conclusions

Given the following graphs:





Upon direct analysis of the charts for all categories, we see that most crowdfunding activities can occur in the theater genre. Using the filters for parent and sub-categories, all theater crowdfunding projects are plays. Without calculating the exact percent, we also see that only approximately 50% of the plays are successful, and around 35% of campaigns fail. A second observation is that about 76% of campaigns occur in the US, representing the majority of the campaigns, and potentially skewing the results in favour of an American audience. A third observation is that in the final graph, there is a rise in the number of successes and a drop in the number of failures around the month of May, and vice versa around August. Thus when beginning a crowdfunding campaign, it would be recommended to focus on the time period around May.

## Part 2: Limitations

One limitation may include external factors that may influence the outcome of the project, such as economical, political or market factors. Another limitation is that the results of the dataset are the final outcomes, thus progressive factors such as whether or not there was a change in the goals, or if there were project updates involved that affected the outcomes. As previously mentioned, a majority of the data was based in the US, and as a result, the data may be skewed to the interests of US citizens.

## Part 3: Other tables

One possible analysis that can be included is what percent of all campaigns are successful, and whether this would differ based on the categories (i.e. are some categories more likely to be successful). This could be depicted as a pie chart. Another pie chart can show the percent of countries in the dataset, to depict the major players and show any biases.

#### Part 4: backers outcomes

Given that the variance is very high for both, the mean would be a better summary of the data. The variance and standard deviation for the “failed” outcomes is slightly lower than it is for the “successful” outcomes, and thus the median can be used to understand the data. However, given that the data is highly variable, it would be better to describe the data using the mean.

#### Part 5: backers variability

There is more variability with the number of successful campaigns. This does not necessarily determine the success of the campaign as we would need to also consider factors like the goals, time, and duration of the campaign. However, we do see that overall, both the mean and median are lower for the “failed” campaigns, and can conclude that overall, more backers can contribute to a successful campaign.