What are the three conclusions that we can draw about crowdfunding campaigns?

1. Across all countries, plays are the most used parent category of crowdfunding campaigns.
2. Looking at monthly data across all years, crowdfunding campaigns are most successful during the summer months.
3. The 3 most used sub categories across countries are film/video, music, and theater and have success average of 56%.

What are some limitations of this dataset?

* We don’t have information on what types of plays were used. It would have been helpful to do a comparison of comedies vs romance vs drama, etc.
* We only had country information. It could have been helpful to include cities within the country. This may have shown trends of success or failure based on rural or urban cities.

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

* The count of outcomes by name. Examine what data is represented for companies with success outcomes.
* Bar graph of outcomes by country. Side by side comparison of what countries were most successful. Add in category and sub-category to see where each item has the most success and failures.