Conclusion:

1. Based on Outcome with Parent Categories across all countries

Number of Successful projects is higher within 3 parent categories being:

* 1. Film & Video
  2. Theatre
  3. Music

1. Based on Outcome with Subcategories across all countries

Number of Successful projects is higher within 3 parent categories being:

* 1. Plays
  2. Rock
  3. Documentary

1. Also, equal number of Failed outcomes exists within Play subcategories.
2. Most Projects having higher Backers Count relates to Country -US.
3. When comparing Parent Category- Theatre over Date Created, since Year 2016, projects count in 2016 was 42 with only 1 Project in 2020. This could be due to lack of more data in year 2020. This has been the case across All Parent Categories.

Question 2: Limitation of Data set

1. Sample size could have covered more categories.
2. Data set lacks more data in most recent years 2019 onwards.

Question 3: What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

1. Table created with staggered Goal Range based on value “Goal to collect ” and measuring the Staggered Goal Range on Outcomes calculated in Percentage Successful/Failed /canceled will provide which Goal Range has higher percentage of being Successful. This will allow new campaign prospects to place the “Goal” within the most successful Range .
2. Create Table which shows Campaigns which are successful/ failed based on Backer’s count . We can create a Stacked Bar Chart using Campaign on one dimension and Backer’s count on one dimension, with filters showing Campaigns.