Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1.We can tell that Theater is the most common type of crowdfunding campaign, with the greatest combined number of outcomes, compared to other parent categories.

2. There seems to be a drop-off in the number of campaigns once summer ends in July and the number of campaigns that are successful starts to decline towards the end of the year in December.

3. The Journalism category has the least number of campaigns with 4 in total but are all 100% successful.

What are some limitations of this dataset?

Some of the limitations of the dataset is that it doesn’t provide significant information in the “blurb” column to really describe the campaigns “goals” and it also doesn’t provide any info on what the backers would receive (incentives like early screenings for plays, or early access to video games) if campaigns reached certain milestones on the way to complete their end goal.

It also doesn’t show if after a campaign has reached its deadline and if they still haven’t reached their goal if said campaign restarted its campaign to give backers more time to donate to reach their goal.

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

Recreating all tables and graphs and removing the “Theater/Plays” category to show a more varying range of data for all other categories. As seen when you filter out plays in Pivot Table 2 the bar graph drastically changes to easily see more data from the other categories.

We could also create a graph that compares the length (time) of the campaigns compared to the most successful to the least successful and see if there is a correlation between longer deadlines to amount of successful campaigns.