Crowdfunding Reporting

Based on the data we can conclude that over 50% of crowdfunding campaigns are successful. Out of 1000 campaigns, 565 were successful; that’s 57%. Relative to this, we can see that the more backers a campaign had, the more likely they were to be successful, and likewise with failed campaigns. We can also see that theater is the most popular/common campaign. There were 344 out the 1000 total sample. That’s 34%! Lastly, we can also note that less than 10% of crowdfunding campaigns are canceled.

That being said, a limitation to consider is data quality. There may be missing factors since platforms operate differently, especially from country to country. To aid this, additional charts showing total campaigns, total successful campaigns, and categories per country would be helpful to include. These would help compare how each country skews the overall results.

Breakdown below.

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

1. Most crowdfunding campaigns are successful; over 50% in our sample. Amount of backers correlate to the outcome.
2. Less than 10% of crowdfunding campaigns are canceled.
3. Theater is the most popular/common campaign.

What are some limitations of this dataset?

* Some limitations include data quality. There may be missing information since platforms operate differently, especially in different countries.

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

* Total campaigns by country
* Total successful/failed campaigns by country
* Category outcomes by country