Christy Martell

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + More crowdfunding campaigns are successful, than not successful.
  + Crowdfunding for theater projects, specifically plays, is the most popular and had the most amount of successful campaigns; however, if you do the ratio of total campaigns and how many failed, it also has the highest percentage of failures.
  + About 43% failed to meet their goal amount for crowdfunding, and about 57% met or exceeded their goal of crowdfunding.
  + Those who had a goal of raising $50,000 or more had the lowest percent of being successful.
* What are some limitations of this dataset?
  + Some limitations on this data include the reason why some crowdfunding campaigns cancelled or failed.
  + There could be more specific categories than the sub-categories listed. For instance, food trucks is a sub-category. But what types of food trucks were successful vs. failed? Does this play into the failure to raise money?
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Create a pivot table to reflect by category, and did the time they launched to the deadline, play a factor in if crowdfunding was more successful or not? Did projects with a short deadline fail more?
  + What was the average time from launch to deadline by category? This could be useful for people looking to crowdfund to help manage expectations.
  + What was the average financial goal, per category and sub-category, to give perspective to those thinking about starting a crowdfunding campaign?