Given the provided data, there are several conclusions that we can draw about crowdfunding campaigns. Over half of crowdfunding campaigns are successful, at a rate of 56.5%. Success rates of crowdfunding campaigns are consistent across different countries. Each country represented has a similar success rate, with Canada being the lowest (50%) and Great Britain being the highest (58.3%). Finally, date or time of year does not appear to have an impact on the success of crowdfunding campaigns. While there is some variation, there does not appear to be any significant pattern that would indicate causation.

Some limitations of this dataset include the following: The column ‘blurb’ looks unrelated to ‘Parent Category’ and ‘Sub Category’. These blurbs are consistent with IT projects, not artistic ventures the categories suggest. The columns ‘staff\_pick’ and ‘spotlight’ are undefined and could potentially have something to do with a campaign’s exposure and chances of success. Something we might like to know more about is the length of campaigns - the time between dates created and ended – which is inconsistent. Some campaigns that seemed to be on track for success appear to be cut short and marked failed. Some found very quick success. Some were allowed much more time and narrowly found success. What determines how long the campaign runs?

There are some other possible tables and/or graphs that we could create that could provide additional value.

A scatterplot where the x-axis represents length of time a campaign runs in days, the y-axis represents ‘Precent Funded’. The data points in the plot could be color coded to indicate whether they are live, canceled, successful, or failed. This would provide insight as to whether the time allotment is significant for success. I would hypothesize a positive correlation with more successful colored data points being found higher in the plot.

We should also like to analyze the number of backers and average donation. Is there a threshold for number of backers that leads to a higher chance of success? A table showing us the statistical analysis of donors and average donations for both successful and failed campaigns would be useful to compare.

In the statistical analysis, the median backers will better summarize the data than the mean. There is no real limit to how many backers you can have. Therefore, you have a small number of campaigns with very many backers inflating the mean. The median eliminates the extremes and gives you a more reliable figure for comparison.