Crowdfunding Report

Given the provided data, we can draw a few conclusions. First, theater is the most common category of crowdfunding campaign, followed by a near tie between music and film & video. Second, these campaigns have about a 56% success rate, with about 36% failing to reach their goals and the remainder either canceled or still in progress. Third, June and July appear to be some of the best times to launch a campaign, with August and December appearing to be the worst months to launch.

These conclusions are somewhat limited by our dataset and our analysis of it so far, as we are still lacking percentages of success rates for all these various categories, and therefore most of these conclusions are drawn visually from the pivot charts. The sub-category chart is particularly difficult to read, due to the skewing of the y-axis resulting from the abnormally large number of campaigns categorized as plays compared to the other sub-categories (344 plays vs. no more than 85 for any other sub-category).

As for other tables and/or graphs that would provide value, percentage-based charts for both category and sub-category would be very helpful, allowing us to see which categories are more successful than others without the skewing of wildly varying sizes of data sets. We also have not included the length of the campaigns in any table or chart so far, despite having start and end dates. This would likely be more useful than just the starting date of each campaign, and would make it evident which campaigns were wildly successful and which ones took months to reach their goals.