1. 3 conclusions from the provided data
2. Food and games have a higher rate of failure. Music and Theater have a higher rate of success. The category has an affect on the probability of success.
3. The sub category plays a major factor in the success or failure rate.
4. The rate of failure decreases as the year goes on and so does the rate of success (decrease in the rate of success is much greater than the decrease in failures).
5. Limitations of this data set?
6. We can’t really evaluate if visual presentations had an affect on the success or failure of campaigns.
7. We don’t know if the background/experience of the campaign/project founders played a part in successfully funded campaigns. The confidence in the founders capabilities to deliver on their promise could play a roll in the amount of backers and avg donation per backer.
8. Wonder if there is a correlation between the success and failure rates based on the social media following / number of linkedin contacts for the founding team.
9. What are some other possible table or graphs we can create?
10. Average donation per category and sub-category.
11. Country vs Success/Failure rate