Crowdfunding Homework

1. Three conclusions that we can gather about crowdfunding campaigns from this data is that theater has the crowdfunding projects out of all the parent categories that are included in our data set. Theater crowdfunding projects make up for 34.4% of the 1000 attempted projects in our data set, followed by film & video at 17.8%. We can also conclude that journalism has the lowest number over crowdfunding projects, but the journalism projects have a 100% success rate. Finally, we can see that across all categories, crowdfunding campaigns are most likely to succeed in the month of July.
2. One limitation to this data is the missing data in the subcategories. Journalism is only showing crowdfunding campaigns in the audio subcategory, and food crowdfunding campaigns are only showing data for the food truck subcategory. There are deficiencies in the amount of data that is given for some categories.
3. We could create an additional line graph that shows the percent funded against the number of backers. This would show us how many backers the most successful crowdfunding campaigns have. We could also make bar graphs for each parent category that show the outcomes of each subcategory. This would show us where the most money is being pledged to within that parent category.