Challenge report

1. Given the provided data, three of the most significant conclusions that I was able to draw about crowdfunding campaigns are that 1) crowdfunding is more often successful than not, 2) theater, film&audio and music are the most popular campaigned genres in that respective order, of which plays are by far the hottest sub-genre, and 3) there does not seem to be a distinct correlation between the time of year that campaigns are run and their success rate.
2. Some limitations of the dataset includes the lack of success rate of funding per category and sub-category. Even though this analysis was “an attempt to discover ‘the trick’ to finding success” (challenge background), it does not specify what kind of categories are more successful than the others. This dataset also fails to explain the causes of success, failure or cancellation. An additional limitation is that the fundings are not in the same currency which confuses analysts who read the numbers.
3. We can easily include success rate per category as an additional value by adding the number of canceled, failed and successful projects, (successful / total)\*100. We can also calculate goal and pledged funds into a unified currency to make the data more readable and consistent.