Crowdfunding Pivot Tables Analysis

1. The entertainment based parent categories (theatre, music, film/video) were the most successful at achieving their pledge goals. Under the umbrella of these three parent categories, plays saw both the most success and failure to achieve its goals. The beginning and middle of the summer saw the most success and least failure across all parent categories, but towards the end saw the most canceled projects.
2. Possible limitations of this dataset include

A) The scope of years in which the campaigns started and ended is limited to the 2010’s, which limits its generalizability. Including a broader historical overview would give us a better insight into the trends of crowdfunding.

B) There are outliers which affects the quality of the data and its validity: they give rise the false patterns, incorrect conclusions, and increase the variability.

3. We can create a scatter plot that helps us determine if there is positive correlation between the number of backer count and how much was pledged in total. A pie chart is useful to differentiate the popularity of certain parent or sub-categories within an certain country, which would give us insight into what which business endeavors a culture biases.