

Conclusions

1. In the world of crowdfunding, success is a binary concept. Campaigns that exceed their funding goal are deemed “successful,” while those that fall short are marked as “failed.” This clear and straightforward system is based on the percentage of funding achieved.
2. Campaigns from various countries show the breadth of the crowdfunding campaign.
3. Successful campaigns vary significantly in goal amounts. Some campaigns have modest goals, and others have extremely high goals.

Limitations

1. The data appears to span multiple years, but the exact duration and completeness of the period are unclear. It could be non-representative of more recent trends.
2. The lack of detail on campaign features can affect success. No variables are shown for marketing efforts or campaign updates that could further increase or decrease their efforts.
3. The binary outcome does not capture the partial successes of campaigns or those that may have relaunched.

Possibilities of Tables/Graphs

1. Goal vs. Pledged amount in a Scatter Plot to visualize how closely most campaigns came to reach their goals. This will show whether the campaigns exceed or fall short of their target.
2. Success Rate by Country in a Doughnut Chart would provide insights into geographic differences in campaign success rates, showing whether campaigns from certain countries are more likely to succeed.
3. A category and Sub-Category Breakdown in a stacked bar chart would show which types of projects have higher success rates and which subcategories performed better.