Conclusions from the data:

1. There are more campaigns that are theater related than any other category. Plays specifically make up more than a third of all crowdfunding campaigns. Journalism was the least common category, with only 4 campaigns.
2. 58 successful campaigns were created in July, the most of any calendar month. January had the highest tally of failed campaigns with 36. Campaigns started in August have the lowest success rate at 49%.
3. Excluding live campaigns, the success rate of all campaigns was 57%. The least successful campaigns were Mobile gaming and Sci-FI related, with success rates of 33% an 36%, respectively.

Limitations:

* Some of the groups that cut the data by have very small sample sizes. For example, there are only 7 campaigns with a goal between 20-25k. There’s also only been 4 campaigns in journalism. Use caution when comparing the success results for some of the sub groups.
* There is a subjective aspect to these campaigns. How well is the goal of campaign articulated? How persuasive is it? It is difficult to say with the dataset alone.
* It is possible that some of the campaigns are more business oriented and others are more philanthropic or non-profits. That is not something we know with the current dataset.

Additional analysis:

I would like to add a new variable for success rate and re-do the various tables to see how successful campaigns were by month, goal size, and category. That would be a bit easier to digest than looking at the count alone. With this variable, you could also do some more advanced statistical analysis to see which variables have the biggest impact on success rate.

Another table I would be interested in creating is looking at the success rate based on how long the campaign was live. Does keeping it open longer lead to higher success? Last, I’d like to see what the average donation is by category and subcategory. If we could combine that with another variable for profit/non-profit, we could determine if people are more likely to donate to certain types of projects.