**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

An analysis of the Crowdfunding Campaign data provided provides several conclusions about the campaigns. This analysis will focus on conclusions drawn from the parent categories of technology, food, and games.

Conclusion 1: Crowdfunding campaigns with a parent category of technology were likely to be successful.

Technology campaigns were likely to be successful by more than a two to one margin (64 successful vs 28 failed). While the technology parent category was successful across all countries campaigns from Italy were 100% successful and campaigns from Denmark were 100% failures. This country specific data should be used to set expectations as they represent the top and bottom ends of success. While the sample data is somewhat limited technology campaigns are likely to see success.

Conclusion 2: Crowdfunding campaigns with a parent category or food have around a 50% of being successful.

Food campaigns have about a 50% chance of success when comparing data across all countries. Food campaigns for Canada all failed. It should be noted that the food campaign only contained a single sub-category of food trucks. The failure rate in Canada could be related to cultural differences, food truck regulation, or a combination of factors. The reasons for the failure rate specific to that one country are not discernable from this campaign data.

Conclusion 3: Crowdfunding campaigns with a parent category of games are most likely to fail.

Game campaigns failed 52% of the time over the time horizon provided in the Crowdfunding data. The failure rates were relatively consistent across the two sub-categories (mobile and video). Of interest, 87% of all failures were from the United States. When excluding the United States the failure rate for all remaining countries dropped to 23%. The significant difference in failure rates and the dissimilar quantities of campaigns across countries needs further research to explain fully, however, this analysis indicates that crowdfunding categories of games are likely to fail.

**What are some limitations of this dataset?**

In addition to the limitations listed in the conclusions above this dataset is limited by the sample sizes, categorizations, and currency differences.

Sample sizes across many of the parent categories, sub-categories, and countries are very small. This limitation can increase the margin of error and reduce certainty in the conclusions that are being drawn from the data.

The lack of data definition, specifically around the parent category introduces a limitation to the dataset. It is unknown how parent categories are being determined and if a single person or definition is the source of the categorization. For example, a campaign to support the creation of a documentary could be included as either film & video or nonfiction depending on interpretation. The impact of technology on several of the parent categories also creates the possibility of different interpretations. Without knowing how the categories are sourced the reliability of conclusions drawn from the data is reduced.

There are limitations to conclusions based on goal, pledged, or average donation data due to the unknown nature of the values of these columns. The data indicates country and currency but does not specific whether these three columns have been normalized to a common value of currency. For example, is a 100 goal with a currency indicator 100 U.S. dollars or 100 Danish krone? Assumed the values are in equal units limits the effectiveness and reliability of this dataset.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

1. Name vs Success/Failure

Analyzing whether multiple values of the same name in the name column exist and whether or not there are more or less successful than the remaining entries. This data may provide insight as to whether future campaigns will be successful. For example, if a certain company (value in the name column) is 90% successful compared to a much lower overall average it may lead to conclusions that they may have future success as well.

1. Campaign Length

A comparison between the length of campaign in days (using date created and date ended) and the likelihood of success and/or the impact on percent funded could be useful to determine a “sweet spot” for how long to leave a campaign open from launch in order to maximize success. It could also be used to determine the length of time from which a campaign is unlikely to receive additional funding, therefore, helping shape the length of campaign.

1. Staff Pick and Spotlight vs Percent Funded and/or Success/Failure

The impact, if any, from a staff pick or a spotlight (presumably a method of advertising) could be concluded if there were an additional table or chart available. It may be used to answer a question such as do “staff pick’s” or “spotlight’s” influence a campaign? If so, is it a positive or negative influence and to what extent.