Summary of Crowdfunding Data

Three conclusions that we can draw about crowdfunding campaigns.

1. Theater category has the highest number of successful campaigns compared to other campaigns.
2. Campaigns with high funding goals have relatively low success percentages and higher failure percentages.
3. Month of December has some high numbers of failed and cancelled campaigns, and this might be due to the holiday season.

Limitations of this dataset: One limitation of this dataset is that the outcome is either failed/succeed. This may not be helpful for organizations that want to know about specific outcomes of success or failure, such as profit.

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

* Create a chart that graphs the relationship between the spotlight and success, failure, or cancellation. This will provide us the opportunity to see if spotlight benefits the campaigns or not.
* Create a chart that graphs the relationship between currency and the success of the campaign. This will provide us the opportunity to see which markets are more successful than others around the world.