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

Campaign Outcome By Category Pivot Table reflects the most frequent outcome was successful and that the highest count individual category was theater. The Campaign Outcome By Sub-Category is overshadowed by plays as this was the only subcategory of theater. This pivot table’s chart is distorted as the other categories had multiple subcategories. The line chart in the Campaign Outcome By Date Created indicates July had the most successful crowdfunding launched, and that successful outcomes were the highest of total any month created.

What are some limitations of this dataset? Although we analyzed the percentage funded by outcome, we did not provide a story telling visualization of this in a separate table and chart. The overshadowing of the data by limited subcategories was previously mentioned too. Different stories are also created when we analyze the overall outcomes by individual years instead of all the years separated by month.

What are some other possible tables and/or graphs that we could create, and what additional value would they provide? Comparing the percentage funded by outcome would provide insight into the financial impact of crowdfunding on outcome. We could analyze the country and subcategory relationships to the outcome to see if the outcome varies by where the crowdfunding occurred. We may also want to review the data in the chart for further analysis, such as what do the staff pick and spotlight categories indicate, and could they provide further analysis points that were previously not considered.