Crowd Funding Book Report

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

Given the provided data, three conclusions we can draw about the crowdfunding campaigns are as follows. When 100% of the campaign fundraising goal was reached or exceeding, successful outcomes were probable. This statement is inversely accurate as well. The entertainment industry (i.e., film & video, music, and theater) retains both the largest number of campaigns as well as successes. In European countries, specifically Denmark and Switzerland, technology is a lacking category of camping type, while other countries retain technology in at least their top four most popular categories.

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

One limitation of this dataset or external bias may be campaign member social media influence. It is noted that both Kickstarter and Indiegogo have grown in success by independent content creators and celebrities, who typically have large platforms to easily advertise on.

This factor may very well contribute to the campaign’s success or lack thereof and would be interesting to analyze. Another limitation of this dataset may be the time frame of only one decade in which this data is constrained. A more extensive time frame would certainly be of more use as industries change with time.

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

One addition table that could be created would be to compare the average donation with the rate of donations. By knowing the pace of donating done by all doners as well as the average amount donated, it would be interesting to observe the trending of donations, and whether an increasing or decreasing flow of donations correlates to success or failure of a campign.