Crowdfunding-trends

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

1. Based on the facts below, it is clear from the chart that the event is more likely to succeed than fail. When we dig deep into the results of the campaigns, the data shows that theater has outperformed all other forms of entertainment. People actually prefer theater to journalism. The graph amply demonstrates the absence of enthusiasm for journalism. The inference is that kickstarters have the highest success rates in music, theater, cinema, and video, while food, gaming, and publishing have the lowest success rates. Using this information, the organization can increase its goal of concentrating on a specific category in the near future.

Table

Description automatically generated

1. Now, when we break the categories in to subcategories , the world music, documentary, metal, fiction, plays, radio and podcasts, rock, shorts, video games, wearables and web are among the subcategories with a 100% success rate when it comes to projects that were completed, which can indicate whether they were successful or unsuccessful. Additionally, the following project subcategories were completely unsuccessful: animation, documentary, drama, indie rock, food trucks, jazz, mobile games, restaurants, translations, videogames, and the web. We may conclude that plays are generally the most successful when we split this sub category down.
2. Finally ,the results from 2010 to 2020 are displayed in the graph below. In the month of August, there is a sizable decline, but it is gradually recovering.The failing line appears to go up and down more often.Compared to other outcomes, there aren't many failures. The funding appears to be trending well overall.

* What are some limitations of this dataset?

Even though the trend appears to be successful overall Although the data set is very small, a demographic and geographic data set can be used to better understand the population. There are not any metrics that describe the success of each industry/category/sub-category as a whole during the covered time period. It would be helpful to have data that shows whether or not each industry/category/subcategory does well or poorly during the relevant time periods. This might help us account for external factors while analyzing the data.

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

There are several tables/graphs we could create. Below is a list of some additional ideas for data displays:

* 1. If the data could be broken down by state, it would be possible to identify tendencies in the states with the most successful Kickstarter campaigns and those with the least successful ones.
  2. Maybe there is a trend to see what separates the duration of successful and unsuccessful projects
  3. Data sets based on location and demographics can provide further context for the figure.