

- Create a report in Microsoft Word, and answer the following questions:

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

1. The campaigns that had the biggest audience by virtue of their category were generally more successful than other categories
  - a. Podcasts, followed by non fiction, won the sub categories.
  - b. Theater, music, film and video won the major categories
2. The pandemic had a major effect when we look at how campaigns that were previously successful in earlier years dropped significantly in 2020.
3. The more successful campaigns had more backers on average than those that did not prove successful in the end.
  - What are some limitations of this dataset?
    - We don't know or cannot account for mitigating factors, the human factor how the campaign was run, how much they marketed it to how big of an audience
  - What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
    - You could break down the numbers by category further asking more detailed questions to compare the data. Perhaps the time of year makes a big difference in performance or the popularity of the people making the pitch.