

Crowdfunding Campaign Analysis

Question 1: What are three conclusions that we can draw about crowdfunding campaigns?

There are more successful projects than both canceled and failed for each month of the year.

The total number of plays is more than three times larger than other sub-categories.

The total number of data entries is less than 10% of the rest of our categories. It is an unpopular category for crowdfunding.

Question 2: What are some limitations of this dataset?

The amount of data we have on the journalism category will hinder the accuracy of conclusions on that category.

We are missing a category that could catch all other cases that don't fit neatly into our categories and sub-categories.

Question 3: What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

We could create a graph that shows the correlation between the success/failure of a project and whether it was a "staff pick" or "spotlight". Perhaps projects that are favored by the staff or are spotlighted gain additional traction compared to those that are not.