Crowdfunding Campaign Data

From the data we created we can draw many conclusions simply by looking at the charts. The first thing I realized by looking at the line graph was campaigns seem to do better in the summer months. When viewing the first bar graph it is clear campaigns that attract more public interest such as film, music, and theater, have more data to pull from. Coincidentally this results in many more successful campaigns as well as more failures due to higher amounts of data being recorded. Lastly, just from looking at our data chart it is obvious that having a campaign backer that contributes a significant amount highly influences whether a campaign will have success.

One limitation I noticed was the lack of reasoning as to why some of the campaigns canceled. Due to wanting to analyze the data set I wished I knew specific reasons as to why some cancelled and some failed. I find this to be a limitation simply because this might be data that is hard to come by.

Another limitation I noticed about this set was in the data itself. Although I can conclude the reason summer months do better is because of nicer weather for events, people staying out later, and possibly even having more time off, it would be nice to have knowledge about that to make a more accurate hypothesis. I think if we had a column with months in which activities were planned and how many people attended these events, we would be able to gain more insight about what aides in making a campaign more successful. A line graph that showed amount of money raised based on events would have helped see what kind of ventures lend to more fundraising.