Conclusion on Crowdfunding

Under parent category: There are more successful outcomes than other outcomes combined. All Journalism campaign was successful. The technology campaign has the highest successful outcomes while the games campaign has the highest failed outcome.

Under sub-category: Plays have the highest total outcomes and the highest number of successful outcomes. World music has the least total no of outcomes, but all audio and world music campaigns were successful. The web is the most successful sub-category while the mobile game has the highest failure rate.

Time: The highest number of successful outcomes were recorded in July and the least successful outcomes were recorded in December. The highest number of failed outcomes was recorded in May and August. The highest canceled outcome was recorded in August.

Limitation Dataset

The percentage of each outcome per category or sub-category was not evaluated. This would help compare the ratio of the outcomes per category/sub-category.

The difference in time between the date created and the date ended was not evaluated. This would inform how much time was invested in each campaign per category.

Possible Tables and Graph

A table showing outcomes and how much was spent per category would inform if the funding affected the results (outcomes).

A table with a count of spotlights and outcomes will help inform which campaigns got a spotlight per category and if this influences the outcomes.