Insight Report

Given the provided data, we can deduct three conclusions about crowdfunding campaigns.

1. Out of all countries, the parent categories “theatre, film & video, and music” had the highest amount of successful crowdfunding campaigns, with “theatre” ranking as the highest among the three parent categories.
2. Out of all countries and parent categories, the sub-category “plays” had the highest number of successful crowdfunding campaigns of any sub-category.
3. Out of all parent categories and years campaigns took place, crowdfunding campaigns tended to be most successful in the months of June and July.

The dataset is limited in that it does not include each pledged donation amount. If it included the value of each donation, we could evaluate which type of campaigns typically receive the highest value donations. It also does not include the name of their campaign/project. If we had the title of the campaign, we could evaluate which type of campaign titles are the most successful.

We could include a table and graph representing the parent categories and their relative amount of donations pledged. Additionally, we could include this representation based upon the subcategories and their relative amount of donations pledged. These visualizations could allow us to make predictions about which types of campaigns typically receive the most funding based on parent category and subcategory. It could also be valuable to add a table and graph representing the amount of successful, failed, and cancelled campaigns relative to the year they took place. This would allow us to visualize which years had the highest amount of successful campaigns, which can be used to make historical predictions.