1)

Once conclusion that can be derived from the first table in which we compared state (outcome) by category is that there were significantly more campaigns related to theater than the rest of the categories. Theater campaigns made up 33.9% of all campaigns; compare that with the next highest amount of campaigns which went to music at 17%. Although theater has the highest proportion of overall campaigns, it is not proportionately the most successful by category. Simply looking at success versus failures, not accounting for cancelled or live campaigns, the theater category has a 60% success rate and a 35% failure rate. The most successful category by proportion is music, with a 77% success rate and only a 17% rate of failure. The most unsuccessful category is journalism, with no success and no failure because all campaigns were cancelled.

A conclusion that can be derived from the state by sub category table is the sub category “plays” has the highest rate of success versus the other two theater sub categories “musicals” and “spaces”. When filtered by country we see that the US makes up the largest proportion of campaigns making up 73.8% of all campaigns.

A conclusion that can be derived from state by date created is that the highest number of successes occurred in the month of May and the lowest number of successes occurred in the month of December.

2.)

There are definite limitations to this data and the conclusions that can be drawn from it due to the widely varied nature of the campaigns. For instance, a campaign for a startup magazine may have received full funding, but failed due to mismanagement of assets, poor content management, unsuccessful marketing, too much competition in the area, or the target demographic population was too low for success. There are many internal variables inherent to the specific campaign that cannot be analyzed. Therefore, simply looking at funding level or start dates will not always result in a success.

Another limitation is the influence of external economic and market variables that influence donation level and consumer interest. If there was a particular month in which unemployment levels were higher and charitable donations lower, that month would result in less funding for projects and potentially more failures. Does it mean that more projects just happen to fail in December? Of course not. It is external variables that cannot be controlled which are influencing that data set.

3.)

A possible graph we could create from this data is to compare the state (outcome) with the percent funded. A good way to visualize that data would be with a bar graph where percent funded was the y axis and the x axis would show the four state categories. Another helpful graph would be one that compared the state with the average donation, which would be another bar graph. This may show that the higher or lower the average donation has an impact on the outcome of the project. This may encourage a researcher to ask donors for a target donation amount.