One conclusion that can be drawn from reviewing the crowdfunding data is that a little over 50% of the campaigns were successful, so crowdfunding could be an effective way to raise money.  I also noticed that most of the successful campaigns had a bigger time frame between the launched\_at date and the deadline date. This gives people time to consider donating or could even turn into a competition against donors with each one outdoing the last donor. Lastly, the data suggested that categories with audiences have a higher rate of success. In this case, film & video, music and theater were the top parent categories with successful campaigns, all of which have outlets to an audience.

We’re limited on the values of the donations because the currencies all pertain to the region/country that the crowdfunding took place in. If I was to sort the Average Donation column to see top average and bottom average, it wouldn’t tell me much because the values are not all the same. Same thing applies with the goal and pledged columns; values cannot be measured equally. In addition, we had a total backers\_count per campaign but not a breakout of how much each backer donated to their respective campaign, only an average to work with based on total backers and pledged amounts.

If I were to add more graphs/charts, I would probably create a graph to compare the count of outcomes in different countries to better assess whether crowdfunding is more successful in one country vs. another. We could also take a look at the sum of backers per country to see which countries had the least amount of backers and either set a goal to improve on the outcomes or drop those countries to emphasize crowdfunding in countries that were more successful. Lastly, I think a pie chart of the count of outcomes would be good too to show the point I made above, where crowdfunding is a little over 50% successful.