Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. According to sheet titled “pivot 3” there is seasonality around successful crowdfunding campaigns, as illustrated in the graph the number of successful crowdfunding campaigns is highest in July. The number of failed crowdfunding outcomes also decreases in September.
2. Theater is the most popular parent category according to sheet labelled “Pivot 1”, while journalism is the least popular Parent category.
3. Plays is the most popular subcategory by a significant margin according to sheet labelled “Pivot 2”, while audio is the least popular subcategory.

What are some limitations of this dataset?

* + This dataset only looks at 7 countries, this means the data does not adequately represent the general world population and can therefore produce biased results.
  + Failed outcome is based on funds pledged not reaching the goal this isn’t adjusted for smaller shortfalls where large quantities of funds have been pledged but have just missed the goal. For example, Becker-Scott (no.596) had a goal of 7900 and raised 7875 representing a $25 short fall and was listed as fail. A potential suggestion would be to consider these as outliers and remove them from the data set.

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* + Deadline Dates and outcome – represent if any years were crowdfunding has been more successful than other years, to find a trend i.e., is crowdfunding becoming more popular over time?
  + Backers count and country – This can help show the distribution of backers across the different countries and identify in what geographical areas that crowdfunding campaigns are gaining popularity. A graph of backers count, and country can show visual representation of what countries populations are more open to supporting a new campaign.
  + Average donation and country – The average donation by country can represent economic conditions in a certain country, emphasizing countries where backers are more financially capable to fund higher amounts of money.