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

1 – as far as type of campaign created, the data showed that out of 1000 subcategories, plays (theater) was by far the most created campaign, with 344 created (the next largest subcategory had 85). The rest of the categories were much closer in numbers.

2 – the ratio of successful to failed for the categories were relatively close or even, going by the stacked bar chart and then looking at the actual number son the table. The stacked chart does a good job of showing that visualization, and then we can go to the table to see that it is close. Successful or failed are the largest two outcomes, with live and canceled barely showing for most of the categories.

3 – When looking at the monthly outcome chart and table, we can see that there are overall more successful outcomes than the others, with canceled showing as the smallest number of outcomes. You can use the monthly outcomes chart to see trends for specific outcomes – like what month garnered the most successful outcomes (July), and what month appears to be the least successful in terns of outcomes (January had the highest failed outcomes, with August having the most canceled).

What are some limitations of this dataset?

None of the data charts and tables created included the deadline/date created versus ended, so we do not know how long the campaigns were active – which can greatly impact the rate of success. Was there enough time allotted for this campaign the be successful?

Another limitation would be looking at the goal set for the campaign. That was not included or compared in any of our data models, but looking at the goal versus pledged can give a better insight into why a campaign was successful or not. Did the originator ask too much, and it was simply unattainable, or did this originator set the goal very low and reasonable, so it was easily reached.

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

Building on the limitations mentioned in the above question, I would compare goal versus pledged with the outcome. I would also compare the deadline with the goal and outcome. I believe time and goal are key metrics to look at. You could use that to determine if an originator asked for too much money and did not give enough time to achieve that goal. You can also use that same data to look at campaigns that were successful and determine if the goal and timeframes set were more manageable, this leading to their successful outcome.

You could look at number of backers to see how effective this campaign was at advertising/word of mouth. You can use the backers with the average donations and compare to your goal - this would give you a good picture of how many backers it would take on average to achieve the goal set, and how many backers were reach. You could again factor in time to see how long it took to reach X number of backers.