CrowdfundingBook analysis

* Three conclusions we can gather from this data.
  + Overall, Plays seem to have the most crowdfunding campaigns put together. This leads one to assume that they are a very community-based culture, helping one another as much as they can.
  + Crowdfunding campaigns see a rise in success in mid-summer with a significant drop off in late July/early August most likely due to the summer months coming to an end and focus returning to school and work.
  + Crowdfunding campaigns, regardless of the set goal have a much higher success rate when the goal is between $15,000 and $50,000
* The main limitation that comes to mind for me would be that we do not know how much marketing went into these campaigns, or how many people were behind these projects spreading the message. Maybe the more successful ones had flyers placed all over their towns or had a significant social media presence. Or, the opposite could be true for the failed campaigns, perhaps these groups did not have the societal reach to promote these campaigns. If we had a way to record data pertaining to that we could have a better understanding of how to make a successful crowdfunding campaign.
* A Scatter plot chart with the axis being x = Total Backers and y = Goal then color coding the points based on success and failure could provide an interesting perspective while having the ability to filter based on Category and Country.