Crowdfunding Report

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

With the research and data provided, we can draw the conclusion that

1. The most funded parent category is theatre, with its most funded sub-category being plays.
2. January and July are the months with the highest funding.
3. The success rate of these crowdfunding events to gain pledges is higher than the number of failed events by 35%.
4. What are some limitations of this data set?

Currently, the data is listed with the country of origin of the donation. If the data was narrowed down to states, counties, cities, etc., we would have a more accurate idea of the best, most lucrative locations for crowdfunding. The data could also be broken down into the individual donors and their demographics. Knowing the age, sex and location of a specific donor could help to narrow down who is more likely to fund an event.

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

1)We could create a table with the average amount donated in comparison to the category/sub-category to better predict and set goals for the next crowdfunding event.

2) We could also create a table and graph showing only the categories that failed to reach their goal. From there, we could gather more data about those specific categories and figure out why they are receiving less by getting more detailed data on the category, sub-category, location and demographic of the person donating to the event.