Crowdfunding

While observing the data I have noticed a few key things. Fundraising has been the most successful in the months of June and July. August and December represent the highest failures, cancelations and the lowest success rate. Theater/plays bring in the highest amounts of pledges. Lastly the more backers counted the more successful the pledge.

Limitations include territories in which some of the fundraising took place. It would help to see the regions or locations. That way there can be a more strategic way for fundraising. I would also like to know the different genres of plays. They were most successful with fundraising.

I feel like a line graph showing t10 years and months for fundraising would be nice to see. There may have been some current events during a certain year that could have affected the economy, thus showing lower pledged/goal fundraising totals.