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

Theater is the most popular category for crowdfunding campaigns.

Radio & podcasts is the most popular and most successful sub-category for campaigns.

Over 50% of the crowdfunding events were successful.

The Theater category had the most successful crowdfunding campaigns; however, the technology category had the highest success rate.

July was the most popular month for successful campaigns.

1. What are some limitations of this dataset?

It’s applicable to 7 countries only (CA, US, AU, DK, GB, CH, IT)

It considers campaigns Started and Ended between 1/9/2010 and 2/10/20.

Live campaigns criteria could still change.

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

The sample size is 1001 across all 7 countries. Further analysis is required to understand trends by country.

The US had the most campaigns, but GB had the highest rate of successful campaigns. CA had the lowest rate of success.

The non-staff pick campaigns were overall the most successful ones.