Based on the data provided, I think one of the more obvious conclusions that can be made is that it was easier to reach your goal if they set a lower standard. Looking at the percentage of successful projects in a goal range, the percentage gradually decreases as the goal gets larger. Another finding is that the entertainment industry had the most successes. Looking at the pivot table that was created comparing the categories and the state of the project, you can see that most of the projects were of the film & video, music, and theatre categories. Those three also had the most success compared to the other categories. Also, it seems that the time a project takes place does not matter. Looking at the time the projects started from January to December was pretty average through all years in the dataset. The duration would be a better factor. Maybe projects that ran for a longer time were more successful because there was more time to collect funding.

Some limitations in this dataset are the location and demographic. Is there a specific area each country that was most successful? Is there a common area where the failed projects took place? Are different demographics more likely to get more funding? We also need to consider the currency. This data tells is the currency in which the project was funded, but we cannot determine whether an exchange rate was applied to ensure all of the values are providing the correct conclusions. We don’t know what currency the goal is listed as. A Canadian dollar is worth less than the American dollar which is worth less than the British pound. Does this factor into how a goal was determined or if we wanted to compare the average donations per project?

One possible table/graph we could create compares the number of backers in a category. This will show which categories have the most backers, most likely determining which type of projects are most likely to succeed. This will help companies determine where to invest their money and the type of projects they should fund for the most return. This table would include the number of backers (y), the categories (x), and the state of the project. After focusing on this data, one can dig deeper and look at the sub categories to narrow the types and number of projects an organization may fund.

Another type of graph we could create would be to compare the country and the state of the project. This might show us where most projects are successful and are likely to fail. This will give us a more general idea and we can add in other factors such as category to try and make the conclusion more accurate. We may also need to consider the currency when looking at which projects were received the most funding. As mentioned before, we don’t know whether the currencies are of equal value.