Question 1:

* Theater crowdfunding campaigns are over-represented in the dataset with 344/1000 of the entire dataset outcomes.
* A large percentage of crowdfunding campaigns don’t succeed, with about half either being canceled or failed. There is a correlation through percent funded and outcome, as the more a campaign was funded, the more likely it was to succeed.
* Besides plays, there is a pretty consistent degree of funding given to all other sub-categories. Of these, rock has the best amount of funding with more than half of campaigns being successful.

Question 2:

The limitations of this dataset include: only certain countries are present on this list, the dataset itself isn’t very big in-terms of the number of campaigns across crowdfunding websites, and doesn’t really explain why certain campaigns fail besides funding.

In this list, there are only 7 countries represented, all in North America, Europe, and Australia. This fails to take into account the rest of the world’s campaigns and gives a narrow version of crowdfunding trends by country.

The dataset only uses 1000 individual campaigns across various categories and sub-categories to show campaign trends, however one sub-category is a particular outlier: plays. As mentioned above, theater accounts for more than a third of the outcomes in the dataset, with other categories far less represented. This gives a skewed view of the dataset and would make the viewer assume that this category would be the most represented across crowdfunding campaigns when that might not be true.

While we can see a correlation with funding and outcome, it comes across in the dataset as the only way in which a campaign can succeed when this shouldn’t always be the case. There are many other factors which might cause a campaign to fail which are not included in the dataset such as: other economic factors, feasibility of the project, and outside factors such as human error.

Question 3:

A separate graph could include one based on the relationship between staff pick and outcome or spotlight and outcome. The value would be in whether or not either of these crowdfunding efforts have any effect on outcome relative to funding.

Another graph could show the relationship between backer count and outcome. Like the aforementioned staff pick/spotlight graphs, this could be another way to gauge if backer count has any effect on outcome relative to funding.