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

Theatre was the most popular campaign category being picked 34% of the time & journalism was the least popular campaign being picked 0.4% of the time.

The highest number of successful campaigns were created in June & July. The highest number of unsuccessful campaigns were created in January, May & August.

Overall, there are more successful campaigns than failed (565 successful, 364 failed)

1. What are some limitations of this dataset?

The categories and subcategories could be drilled into even more. Theatre/plays had the highest number of campaigns, but we can’t tell what kind of plays were successful. It would be useful to know what type of play was the most successful e.g. were comedy plays more successful than action plays.

There is no way to know how quickly / how long it took for a campaign to achieve its fund-raising goal. It would be useful to know how many days it took for a campaigns goal to be achieved. Also, to know whether the pledgers donated highly at the start or constantly through the campaign or spiked at the end of the period.

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

In a table we could show the categories average successful set goal amount. This will give insight to know the most likely successful amount a campaign for a set category show target at.

Using a skatter plot we can display all a categories successful goal amount. This will add value as the chart will highlight any campaigns that are outliers and gives insight to see if the data is skewed. A histogram will also reveal if the data is normally distributed or not.

We can create a table on average donation size per category/subcategory and whether the campaign was successful or not. This can give campaigners information on the type of people to market the campaign to.