Conclusions from crowdfunding data analysis:

1. Overall, a crowd funding campaign is approximately 1.5x more likely to succeed than fail.
2. Theater, specifically plays, are the most attempted category/subcategory.
3. Despite plays having the highest number of successes, this does not necessarily mean that they are the most successful since they also have the highest number of failures, yielding a success rate of 54%. Meanwhile, audio and world music are the least attempted subcategory with 4 and 3 campaigns respectively, but they each have 100% success.

Data set limitations:

-Not all of these campaigns are in the same currency, which may skew any comparative analysis being done on the goals, pledges and average donations.

-Besides Staff Pick and Spotlight, there are other factors that may affect the success of a campaign, such as how much the owner promoted their campaign externally.

Other possible analyses:

-Being a Staff Pick and participating in Spotlight may affect the results. Bar charts could be utilized to view the effects of these two features on the campaigns’ success rates.

-The duration of the campaign may have an effect on its success rate. A line chart could be utilized to make this comparison.

Statistical analysis:

-The “plays” subcategory is an outlier in that it has far more instances than anything else. As such, the mean is skewed in the upward direction by this, making the median better for analyzing the entire data set.

-There is more variability in successful campaigns than failed ones. This makes sense since there are more data points associated with successes than failures.