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

Plays are by a large amount the most common type of campaign created.

The chance of a future campaign being successful is 56.5%

There is a trend of higher rate of failure for a campaign if it is created just before the end of the year in November or December, likely because people are not giving away money as much before Christmas.

1. What are some limitations of this dataset?

The data can not account for the quality of individual campaigns so any insights gained is a presumed trend and not a fact that could guarantee success if extrapolated.

The data set is not large enough to be unaffected by statistical anomalies such as the 100% success rate of campaigns in the journalism category. This being as there is only 4 campaigns which all happened to succeed, the chance of the next journalism campaign succeeding is not 100% as the trend would show in this set of data.

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

A % stacked column comparing number of successful, failed, cancelled and live campaigns by country. This along with the volume of campaigns in a region could be used to display a comparison of completion rate between different countries and show where there would be more chance of success.

A % stacked column comparing rate of successful campaigns by category would show which types of campaign are more likely to be successful and which have little chance of success. This could help a person gain insight into competition in various industries.

A stacked column graph comparing amount of successful, failed, cancelled campaigns grouped by goal amount: less than $10 000, between $10 000 and $20 000 etc… this could give insight to a campaign starter how much money they could reasonably generate and what to set their goal for to achieve optimal success.