Summary

A sample dataset containing 1000 crowdfunding projects was reviewed and analyzed. This dataset contained campaign information data, most notably the outcome of each campaign, the money raised, and the category of each campaign. The analysis of the dataset led to the following conclusions regarding crowdfunding campaigns:

* Plays account for more than a third of crowdfunding campaigns
* More than 50% of crowdfunding campaigns are successful.
* The months in which a crowdfunding campaign is launched and ended do not affect the result.

There are some limitations in the dataset. For example, more information could have been collected regarding the owners of the campaigns. Are they individuals or companies? Do companies have more success in crowdfunding? Next, the blurb descriptions of each campaign do not align with the category and subcategory. This brings up the concern that the data is not entirely accurate. Lastly, the rate of donation is missing. There is a count of backers per campaign but not a count of people who were asked to donate.

Beyond the assigned visualizations, some other tables and graphs could be created:

Category vs. Pledged Amount (all converted to USD) – Each campaign has pledged amount data. However, this data is in several currencies. After creating an additional column that converts the amount into USD, a table and graph can be created to show what types of crowdfunding campaigns generate the most money.

Duration of Campaign vs. Success – Does a longer campaign indicate a higher success rate? More time allows more money to be collected and, in theory, gives a greater chance of success.

# of Backers Box Plot – Two plots can be generated for the successful and failed campaigns. This would allow for easy identification of the outliers and variability in the data.