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

The first conclusion is that theatre crowdfunding campaigns are the most popular kind of crowdfunding campaigns. As a result, they have the highest number of successes, failures and cancellations among all categories. The second conclusion is that among all sub-categories, “plays” (within the theatre parent category) are the most popular, carrying with it the greatest number of successes, failures and cancellations. A third conclusion is that successful campaigns are created most frequently in July, followed by June.

1. What are some limitations of this dataset?

The dataset is limited in that there is a disproportionately large number of projects that are classified within the theatre parent category. For example, there were only 4 journalism projects in the dataset, and all 4 were successful. Does that mean that every journalism project will be successful? The same can be said for the sub-categories of “audio” and “world music.” It is difficult to make a conclusion here without a greater number of projects within these categories.

Another limitation is that the data values related to money do not take into account any effect of inflation. Projects from 2010 to 2020 are included in this dataset and there is no indication that inflation has been taken into account. For the case of AUD, according to the Reserve Bank of Australia, an item worth $1 in 2010 would be worth $1.21 in 2020. There are a number of different currencies included in the data set so standardising the monetary aspect of the data would assist in determining the potential success of projects.

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

* Stacked column chart showing the number of projects vs the country of origin, with separation based on the outcome of the project. This would highlight any potential effect of the country of origin on the outcome of a project. A table can be the source of this graph with the countries in the rows with the specific outcomes in the columns.
* Another stacked column chart showing the number of projects vs the country of origin, with separation based on the category or sub-category of the project. This would visibly show the types of projects that get started in each country, and if countries have a bias towards starting a particular category of project.