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

Our first pivot table breaks down the crowdfunds by category in each country from which data is gathered. Overall, the most common category in which crowdfunding occurs is theater, this is also the category that has the most successful crowdfunding. In Australia, Canada, Denmark, Italy, and the United States, theater is the most crowdfunded category as well as the most successful. In Switzerland, the music category has more crowdfunds, but when looking at successful crowdfunds, the most successful category is again theater. Great Britain is the outlier in this dataset, with the most common and most successful category being film and video. This provides insights into what people in these countries are interested in giving their money to, while most would prefer to give to the theater, the British would prefer to give to film.

Our second pivot table delves into the subcategories of the categories crowdfunded. From this we can analyze categories with many subcategories such as music. The most crowdfunded genre of music is rock, and this genre also has the most successful crowdfunds. This is true of Denmark, Great Britain, Italy, and the United States. In Canada and Switzerland, rock was the most common, though tied as the most successful category with others. In Australia, though rock was the most common, it was the least successful.

Our third pivot table breaks down the crowdfunds by the time of year in which they occur. The most successful crowdfunds happen in June. The worst time to crowdfund is in May. But results vary greatly by category. If crowdfunding for food or music, July is the best time. If crowdfunding for tech or publishing, choose April. For theater, June is the best time. For film, August. For photography, March and July are both good options. For journalism, there is not enough data to give a good answer. For games, there is no good time, crowdfunding for games yields the worst results, though if one must do it, they should aim for May or July.

What are some limitations of this dataset?

This dataset is highly limited in its geographical range. The countries represented in this dataset are Australia, Canada, Switzerland, Denmark, Great Britain, Italy, and the United States. These countries are all western countries, and most speak English as their primary language, or host a significant proportion of English speakers. This dataset does not provide any insight into the crowdfunding practices in regions such as Latin America, Africa, the Middle East, or Asia. It would be interesting to collect data from these countries to see if the trends are similar or different.

This dataset is outdated. The most recent data comes from 2019, which was four years ago. It is important to have data that is recent as this shows relevant trends and what people are currently interested in.

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

Our tables and graphs in Pivot Table One provide insights into the number of crowdfunds and the number of successful vs. unsuccessful crowd campaigns. As stated before, the theater had the highest number of crowdfunds, as well as the highest number of successes. But does this mean theater is the best category to crowdfund for? It would be interesting to calculate the percentage of successes for each crowdfund and compare the data in a pie chart graph. Is there another category with a higher success rate? This could be more valuable than simply knowing which are the most common.

Pivot Table Three breaks down the data by month, but what if we created a table that showed the data by year? This would provide insight into the most successful years that crowdfunding has had, and could help predict which years in the future would be good times to crowdfund.