Given the provided data, we can see that crowdfunding campaigns in each country have about a 50-60% success rate. However, despite the US having the most crowdfunding campaigns in the dataset, GB has the highest success rate with about 58.3% of crowdfunding campaigns being successful. Another conclusion we can draw is that journalism crowdfunding campaigns have the highest success rate of any category in the dataset with a success rate of 100%. However, there are only four journalism crowdfunding campaigns in this data, which may skew the statistics. The category with the next highest success rate is technology crowdfunding campaigns with about 66.6% of the 96 recorded campaigns ending successfully. A final conclusion we can draw is that based on crowdfunding goal, campaigns with a goal of $15000 to $24999 and $30000 to $34999 have the highest rate of success in this dataset.

One limitation of this dataset is the sample sizes of each category and from each country. Are they proportionate to the number of crowdfunding campaigns that happen in each category and each country? For example, the journalism category in this dataset only has 4 crowdfunding campaigns represented which seems awful low in comparison to the next lowest number of campaigns for a category, 46 (for photography). Some categories, like theater, film & video, and music surpass 100 campaigns with 344, 178, and 175 campaigns, respectively. Another limitation may be the time frame. It only looks at campaigns from 2010 to 2020, it may be helpful, for some, to look at a larger range of time. For example, if someone wanted to see how something like the 2008 housing crisis affected the number of donations or the amount of money donated, they wouldn’t have that data.

In terms of additional graphs or tables, we could create a graph or table to look at how much money each crowdfunding campaign made and convert the monetary values to the same currency (USD, CAD, AUD, etc.) to see which categories and/or made the most money from their backers. We could also look at how it relates to those campaigns’ goals. We could also make another graph based off of that data to see whether there has been an upward or downward trend for each category and how much money they make from their backers over the time period we have data available from. This could help someone see what category seems to get the most investment from their backers as well as whether there has been any trend of crowdfunding campaign backers investing more or less in campaigns over time. If there is a pattern, maybe there is a certain year that is a better time to run your crowdfunding campaign than others based on past patterns. We could also make a new table and/or graph to look at how long a crowdfunding campaign was run and whether that’s at all related to how much money the campaign gets from backers. We could take the average of the percent funded category for each length of time we’re looking at (6 months, 10 months, a year, etc.). It’s possible that the amount of money received, in comparison to a campaign’s goal, is highest for campaigns that run for 5 months, 2 months, or 8 months, etc. It could be useful for someone looking into running a crowdfunding campaign to see if running their campaign for a certain amount of time will lead to an increased likelihood of making more money with the campaign.