* + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
* Whilst crowdfunding is high-risk because it is unpredictable, as it can be heavily dependent on the backers, which is not always guaranteed. For example some projects can raise nil funds. However, this has been predominantly used to fund for plays, where the success rate has exceeded all the others.
* The trend indicates that there are seasonal factors that may impact the success rate. For example, there were more successes during June / July, contributing factors could be ‘better weather = ‘better mood’ and more opportunity for outdoor campaigns. Where as in the winter there are additional costs, due to Christmas and heating bills.
* However, despite these challenges research does indicate that Crowd-funding is a successful avenue for funding. This can be seen in the overall trend, as there are more successes than failures, which is consistent across all the months.
  + What are some limitations of this dataset?
* You can’t measure the direct impact of failed campaigns because there is no feedback captured.
* There is no strong narrative to support the data trends, i.e. doesn’t tell you why some crowdfunding campaigns (i.e. plays) are more successful than others (i.e Foodbanks).
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
* We could further analyse, trends such as geographical location (comparative analysis on donation by region / country). Does the duration of the funding timeline have an impact on the funding raised.