**By Country and Category:**

**Overview** - All countries have had an average 57% of events succeed and 36% of events fail

Average cancellation rate is 6%

**Top Category -** Theater makes up 34% of all crowd funded campaigns and accounts for 36% of all backers. Making it the category with the highest contribution.

**Top Country** - United States reigns supreme across all categories, with a 76% campaign count contribution. It also accounts for 75% of all backers

**Data limitations:**

The data does not account for other factors like below that could have greatly affected its success:

1. The type of campaign – charity/product launch –appealing to different sentiments of backers
2. Early adopter benefits – like a lower product price/free samples/event invitations – prompting more backers in the beginning.
3. Marketing details like – social media campaign spending/celebrity endorsements etc – this could have given campaigns momentum before it even began.

Also, this is a sample dataset and limited to just 1000 crowd funded campaigns – which could skew the insights based on any bias in the sample data.

**Additional Tables/Graphs:**

1. Cross tab graphs/tables between country and categories - with an outcome filter - could show nuances to campaign success across both. For example – Although, theater is prolific in the US and account for 27% of all campaigns worldwide and 28% of all backers, its success rate is only 72% compared to 97% in DK.
2. A scatter plot between #backers and average donation – with a filter for outcome. This could highlight any key differences in the metrics for the successful and failed campaigns.