* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + 3 Categories (Theatre, film & video, music) make up 70% of the campaigns. Category of Journalism has the lowest campaigns and has had 100% success so far.
  + All successful campaigns have exceeded the target goals for funding, with average of more than 300% of fund pledged to the goals. None of the failed campaigns had 100% funding.
  + 2014 stands out with the highest % of success ratio, max number of backers and max pledged support.
* What are some limitations of this dataset?
  + The data does not talk about the planned benefits or more about the initiative itself to understand the feasibility and connect it to the outcomes.
  + Data about the progress of pledged support (not just the total pledged, what was it after 1 week of launch, 2 weeks etc) would have been a good indication to predict future campaigns.
  + Details on the success/fail criteria would have helped analyze the data further to predict future campaigns.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

1. % of funded across the outcomes. This shows that Cancelled, Failed campaigns never get fully funded.

|  |  |  |
| --- | --- | --- |
| Sub-Category | (All) |  |
| Category | (All) |  |
|  |  |  |
| **Row Labels** | **Count of outcome** | **Average of Percent Funded** |
| Canceled | 57 | 46% |
| Failed | 364 | 49% |
| Live | 14 | 45% |
| Successful | 565 | 317% |
| **Grand Total** | **1000** | **200%** |

1. Review year over year on no. of backers, funds pledged etc to find any patterns. 2014 stands out



1. Compare year over year no. of campaigns by Category. This gives the trend of what industry is getting more attention.

