Crowdfunding Report

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

* All three graphs show that crowdfunding campaigns are more likely to succeed than to fail for the majority of categories and subcategories.
* The Outcomes by Month line chart shows that the first half of the year is more successful than the second half, with the greatest success in May and June.
* Crowdfunding can be successful, especially during the first half of the year, and with the greatest success in the film, music, and theater categories.

What are some limitations of this dataset?

* No information about marketing or advertising that was done. For instance, social media platforms used, other forms of media, etc.
* No information is provided about why campaigns were canceled.
* No information about past crowdfunding attempts by the campaigner. Do subsequent campaigns by the same person gain more backers? Are backers drawn to new campaigners?

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

* Outcomes by goal amount: This would show the most successful range(s) of campaigns.
* Outcomes by country: To determine the success of crowdfunding by country by category, subcategory, and month. Some countries may not follow the same pattern established by the aggregated data.
* Average donation by category: Help set goals for number of backers and amount per backer.
* Average donation by subcategory: Help set goals for number of backers and amount per backer.