After reviewing the data in the crowdfunding campaign, I believe there are 3 conclusions we can draw about the data set and it’s limitations. I believe that we can track the direct outcome of the campaigns, how the funding of those campaigns affected the outcome, and which categories created the most profit.

Tracking the direct outcome of these campaigns is perhaps the main purpose. It is imperative to know which campaigns were successful, failed, or still in progress. Based on the statistics of the failed and successful counts, we can make accurate predictions about the ones that are still live or in progress. We may also know whether it is good to cancel before one inevitably fails.

Along those same we can know from the start which ones are likely to succeed in the future should this process ever be repeated. The ones with more funding tended to perform the best. While the ones with little to no funding tended to perform the worst.

After tracking the first two points, it’s also reasonable to conclude which categories tend to be the most successful. This would be beneficial for putting more resources to getting funding for the more successful areas.

The limitations of this data is that it does not allow us to accurately know how the dates of the campaigns affect overall success. The main reason is that there is no data related to other factors during the dates they were launched. Perhaps significant events or economic downturn could affect this, but this data set does not account for it.