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

**Observation 1**

Based on an analysis of the data at the parent-category level, we can observe that the theater category has the largest number of successful funded pledges at 187 successful pledges, which is followed by the film and video category at 102 successful pledges and music at 99 successful pledges. Based on these results we can draw the concussion that the industry’s funding toward these areas is a successful investment mode for wealth generation. Looking at the data in figure 2, at a world’s demographic level, the United States stood out as the country funding the highest number of theater projects at 149, followed by Italy which funded 10 theater projects.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| country | | | | | | | (All) | | | |  | | |  | |  |  |  |
|  | | | | | | |  | | | |  | | |  | |  |  |  |
| **Count of outcome** | | | | | | | **Column Labels** | | | |  | | |  | |  |  |  |
| **Row Labels** | | | | | | | **canceled** | | | | **failed** | | | **live** | | **successful** | **Grand Total** |  |
| film & video | | | | | | | 11 | | | | 60 | | | 5 | | 102 | 178 |  |
| food | | | | | | | 4 | | | | 20 | | |  | | 22 | 46 |  |
| games | | | | | | | 1 | | | | 23 | | | 3 | | 21 | 48 |  |
| journalism | | | | | | |  | | | |  | | |  | | 4 | 4 |  |
| music | | | | | | | 10 | | | | 66 | | |  | | 99 | 175 |  |
| photography | | | | | | | 4 | | | | 11 | | | 1 | | 26 | 42 |  |
| publishing | | | | | | | 2 | | | | 24 | | | 1 | | 40 | 67 |  |
| technology | | | | | | | 2 | | | | 28 | | | 2 | | 64 | 96 |  |
| theater | | | | | | | 23 | | | | 132 | | | 2 | | 187 | 344 |  |
| **Grand Total** | | | | | | | **57** | | | | **364** | | | **14** | | **565** | **1000** |  |
| **Figure 1** | | | | | | |  | | | |  | | |  | |  |  |  |
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| --- | --- | --- | --- | --- | --- |
| country | US |  |  |  |  |
|  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 10 | 41 | 3 | 76 | 130 |
| food | 3 | 15 |  | 17 | 35 |
| games | 1 | 20 | 2 | 14 | 37 |
| journalism |  |  |  | 4 | 4 |
| music | 6 | 44 |  | 79 | 129 |
| photography | 3 | 6 | 1 | 24 | 34 |
| publishing | 2 | 18 | 1 | 28 | 49 |
| technology | 2 | 24 | 1 | 45 | 72 |
| theater | 17 | 106 | 1 | 149 | 273 |
| **Grand Total** | **44** | **274** | **9** | **436** | **763** |

**Figure 2**

**Observation 2**

Analyzing the data at the Sub-Category level (figure 3), we observe that the Sub-Category of Plays has received the maximum number of successful pledges at 187, followed by Rock music at 49 successful pledges and web at 36 successful pledges. This again confirms the industry’s primary choice of funding towards the theatre category, the Plays sub-category being the preferred sub-category for the theater category. At the World’s demographic level, the United States was found to be the country funding the maximum number of plays at 149 successful pledges followed by Italy at 10 successful. An important observation we can conclude from this data is that the United States is consistently the leading country for funding Kickstarter projects across various different categories over the other participating countries. Based on this we can conclude that the United States is most favorable country to successfully launch their Kickstarter projects across the categories observed in this data set.

**Figure 3**

**Observation 3**

Analysis of relationship between the launch date and success of a campaign for all nine categories during the nine-year period, between 2010 and 2019, demonstrates growth in the number of successful campaigns in February and March and decrease in the number of failed and canceled campaigns launched in February and March (see fig.4). The highest number of the successful campaigns, was observed among campaigns that were launched throughout the month of June and July, however, the number of the failed campaigns launched during this month also saw an increase. The worst month observed to launch a campaign was August as there was an large observed number of failed campaigns.

**Figure 4**

**2)What are some limitations of this dataset?**

Some limitations of the data set include:

* Currency which is not consistent or standardized across the data set, therefore calculations on the amount of money generated is difficult to compare. So, it makes the calculation of the amount of money generated difficult.
* The Data is insufficient for the years prior to 2010 and 2019 onwards, this creates a bias in the data because we are looking at a shorter period of time.
* There are fields of data collected such as spotlight and staff pick which do not provide additional insight to help us further analyze this data set

**3)What are some other possible tables and/or graphs that we could create?**

Some other possible tables and/or graphs could be created to study the following:

* Success of categories by country
* Relationship between campaign goal and its success rate
* Relationship between a campaign goal and the amount pledged
* Analysis of campaign length and its success rate
* Number of campaigns by country