

Given the data, it appears that the U.S. tends to use crowdfunding more frequently than other countries. However, that does not mean the campaigns are more successful. Crowdfunding for theatrical plays appears to be more successful in Denmark and Italy than in the U.S. with China averaging around the same success rate. Photography books, web apps, rock music, and documentaries all had above 50% success rates in the U.S., which was not necessarily seen in other countries.

It appears that campaigns with goals between \$15,000 and \$25,000 are always successful. This is probably due to a limitation in the size of the data— there were only 1000 entries from one source. There is no way to know more about the demographics of the campaigners and who was funding them. While I calculated the average donation for each campaign, I did not compare them. Further investigation through use of a table and graph with ranges of average donation and their success rate would likely yield interesting results. The data is also primarily from the U.S. with little information from other countries, so it is unclear if that is because the U.S. tends to use crowdfunding more often or if it is just a limitation of the dataset.

There is the possibility to view the success and failure rate per month, it would also be beneficial to view year over year changes in a line graph. This would aid in visualizing larger trends in the data.

The number of backers in both successful and failed campaigns have a high degree of variance, with the successful campaigns having a higher degree of variance. This makes sense because there were a larger number of successful campaigns. In this case, I believe the median better summarizes the data because of the high variability in the data.