**Folly Gbegnon/04/02/2024/ assignment challenge / Data Analytics Bootcamp-UNC**

**crowdfunding campaigns report**

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

**Answer:** crowdfunding campaigning is based on many activitiesand variable categories. Based on this data provided, the success of crowdfunding campaigns is largely variable and relays on those who set up a goal, pledge and the popularity of the project funded. Crowdfunding Goal Analysis revealed that there are more successful campaigns than not.

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal** | **number successful** | **number failed** | **number canceled** |
| Less than 1000 | 30 | 20 | 1 |
| 1000 to 4999 | 191 | 38 | 2 |
| 5000 to 9999 | 164 | 126 | 25 |
| 10000 to 14999 | 4 | 5 | 0 |
| 15000 to 19999 | 10 | 0 | 0 |
| 20000 to 24999 | 7 | 0 | 0 |
| 25000 to 29999 | 11 | 3 | 0 |
| 30000 to 34999 | 7 | 0 | 0 |
| 35000 to 39999 | 8 | 3 | 1 |
| 40000 to 44999 | 11 | 3 | 0 |
| 45000 to 49999 | 8 | 3 | 0 |
| Greater than or equal to 50000 | 114 | 163 | 28 |

some campaigns far surpassed their goal amount, and some did not meet their goal. Some even score 0% percent success as showing this table visualizing outcome of project by parent category and by country according to geographical location. Theater is by far the most successful prevalent category (with 187 values out of 344 grand total count of outcome)

**What are the limitations of this dataset?**

**Answer:** I think it would be helpful to provide which projects bring in more funds after being launched. There is also missing information on the wealth of those who pledge which could contribute to how successful a campaign was, for example to see if the companies or people are wealthier or have more money to donate.

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

**Answer:** tables showing the most successful categories, subcategories versus the most unsuccessful categories, subcategories

A bar graph visualizing the percent funded would show how successful a campaign was.

A graph visualizing the outcome of project by percent category and by country could show the popularity/priority of project according to geographic location