Questions:

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

Answer: 1 - If you take out the Outlier which is Theater Crowdfunding campaigns, the success rate of these campaigns is relatively low, only having about a 38 percent success rate. When you include theater crowdfunding campaigns, the success rate jumps to 56.5percent. sill not an extremely high success rate. But it does show that theater campaigns are more successful than most.

2 - Crowd fundings campaigns Tend to be slightly more successful when they are started between the months of May, June, and July. Could be since people have more money to donate over the summer, instead of closer to Christmas when money gets tight.

3 – Nothing is ever a sure thing…. But if you wanted to increase your odds of success for your crowd funding campaign, creating something under the technology or photography bubble, seems to have the least chance of failing.

1. What are some limitations of this Data Set?

Answer: This data set has too many unknown variables. We do not know who specifically is conducting these campaigns. If we knew the creator of such products, the faith people have on certain companies doing these sorts of campaigns would weigh heavily on if people would donate to them. While if a certain person continues to launch campaigns and fail, that could alter the data’s accuracy. Would also be beneficial to know what exactly each person is created through these campaigns, and not just the broad category. Then we would be able to seek out customer reviews on the completed products to see if people enjoyed the product and would consider donating again in the future.

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

Answer: As mentioned in my previous answer, an additional table displaying the reviews of people that used the final product, and their satisfaction with the product would be extremely helpful.

A bar graph comparing each category’s funding side by side would be great.

Also, another column depicting the total length of a crowdfunding campaign. It’s hard to do a direct comparison between campaigns, when some were longer than others, and had more time to potentially make more money and make their campaign successful.

We could also add a table and data set that includes a crowdfunding marketing budget. To see how much people spent advertising and collecting money, could have a drastic impact on the success or failure of the campaign.