

Answers:

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

Three conclusions:

1. **Country and currency effect on campaign outcomes** – The campaign in different countries and currencies shows different outcomes. USD has higher success rate compared to any other currencies
2. **Impact of backers** – All the successful campaign tend to have a much higher number of backers compared to failed ones. The number of backers is often a critical factor in campaign success. More backers typically means a bigger audience and more support to the campaign.
3. **Success rates vary significantly by category and goal size** – Crowdfunding campaigns in different categories. For example, technology, music and food exhibit different success rates. Campaigns with lower funding goals tend to have higher success rates compared to campaigns with higher goals.

What are some limitations of this dataset?

Dataset Limitations:

- Some columns have missing or incomplete data, which may bias the conclusions.
- The dataset reflects campaigns from specific years and may not represent trends over time or future performance.
- Some columns seem to have unclear labels which is making data extraction more challenging without cleaning.
- The majority of campaigns are from different countries, which could introduce location-specific biases in backer behavior or campaign success.
- Small sample sizes in some categories make it difficult to generalize conclusions. For example, journalism has only 4 campaigns, making its 100% success rate less meaningful

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

We could've created many different graphs/tables. For example:

- A comparison of Staff Pick vs. Non-Staff Pick performance in terms of average goal, backers, and success rate could help further understand the impact of staff picks.
- A Time Trend Analysis could reveal how success rates have changed over time and if certain months or years are better for launching campaigns.
- A Goal vs. Pledged Distribution graph could show the relationship between goal size and the likelihood of success.