Data and Analytics

Module 1: Report

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

* With the given data, one can posit that theater and plays are the most popular form of entertainment for a crowdfunding campaign.
* The peak months in which this entertainment is had by people occurs in the summer months of June and July.
* The least profitable mediums for crowdfunding are journalism and photography.

What are some limitations?

* A limitation is that we are only able to view the information based on the data within the excel spreadsheet. For example, perhaps maybe a different country such as France or the Germany, which aren’t listed, might create different outcomes for successful crowdfunding campaigns. Something else to consider is national and cultural bias. The UK may have a greater appreciation for the theatre than the US. That too, could skew data.

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

* Creating a pie chart would allow for the viewer to see each segment of parent segment in comparison to one another. The pie chart would also be useful in seeing a comparison of the sub-categories. An X Y scatter chart would be beneficial in breaking down the data within the crowdfunding spreadsheet, as well. We would be able to view patterns and trends within the given data and see exactly where the greatest concentration of interest is for a given median.