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**Written Report**

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

In the parent category campaigns immediately we can see that theater category was the one with more outcomes in general. Leading us to have a greater number of successful, failed, and canceled outcomes. In the other hand we also have the journalism parent category that shows us the lowest number of participants but with a 100% rate of successfulness. It sort of depends on what story we want to tell. If for example, we take just the journalism category into account we could make an approach on investing more on those campaigns because the rate of success is higher.

On the subcategory graph the outcome with more participants was plays, leading to have more information to analyze within the different outcomes. In this case let’s say I want to focus on the rock genre that was the second one with more participants. I can see that the success of the campaign vs the failed campaign outcome throws us a very slight difference in their results, meaning that with the information that we have if we invest in a rock campaign in general terms, we will have a 50% rate of success.

For last but not least, we have the percentage of the outcomes in relation to the initial goal for the various campaigns we have. In general terms we can see that the percentage of success in relation to the percentage failed campaigns indicates that there is an almost perfect negative correlation between those two lines. Meaning that as one variable increases, the other variable decreases in a consistent manner, and vice versa.

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

We can have some data that is absence of context making us the job a little harder to comprehend, and that can affect the success or failure of a campaign. We can also have some missing data like in the parent categories such as journalism where we have a 100% success rate, not allowing us to have a wide variety of different opinions on those campaigns.

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

We could use a pie chart for processing a lower amount of information that includes percentages out of something. We could also use a trend line in our line graphs for representing the correlation between two different lines on the chart.