Crowdfunding Report

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   1. One conclusion we can draw about crowdfunding campaigns is that they can determine the success of projects in different categories compared to other categories. Thus, they are useful in predicting trends in data based on specific category types.
   2. A second conclusion we can draw about crowdfunding campaigns based on the data provided is that theatre was the most popular medium through which these campaigns were filtered through. This observation could lead one to assume that the target demographic for this dataset may be those related to the theater in some aspect.
   3. A third conclusion we can draw about crowdfunding campaigns is that they are useful in companies that are just starting out based on the short timeframe in which their projects are funded.
2. What are some limitations of this dataset?
   1. This data set is limited to a small number of European countries, Canada, and the United States; therefore, it is limiting the potential population this data could apply to.
   2. Count of backers that fund the project range from 0 to 7295 with varying outcomes. It is difficult to determine if a certain number of backers creates a trend related to the outcome of the data.
   3. There is a large difference in the number of projects based in the US compared to any other country. (763 total projects compared to the average of all the other countries at 39.5 projects). If the average number of projects were closer to the median value, this data could be dramatically changed.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. A line graph for percent funded campaigns related to their outcome based on a certain range could be created. This would allow us to uncover if a certain percentage funded ultimately determines weather the campaign is successful or unsuccessful.
   2. A pie chart could be created to display a percentage of outcome values compared to the campaigns category filtered by years and parent category. This would show the viewer the proportion of outcomes at a specific moment in time. This chart displays data to the viewer in a way they can easily understand the conclusion of that dataset and how the values relate to the whole.