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UT Data Analyst Bootcamp

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Report

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Journalism is the easiest to fund because it has the highest success rate but also has the fewest companies to fund.
  + Play has the most companies to fund but also a roughly 50 50 chance of successful funding.
  + Companies have the most success in funding during the summer but right after the summer there is a lack of funding.
* What are some limitations of this dataset?
  + Sample size per category varies wildly so its harder to compare successfulness of different funding.
  + The investors don’t give feedback for the reasons why they funded one category but not another.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Pivot table that compared category and sub-category to percent funded then a graph of category vs percent funded to find what is the safest category and sub-category.
  + Pivot table that compares average donation and state to see if average donation directly correlates to average income in each state.
  + Compare Pivot table that compares outcome to date created to see the most successful time to fund.