REPORT

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

Among all the parent categories, the “theater” is the parent category that has the most campaigns with 344. That number is almost the double campaigns as the one that comes in second, which is “film & video” with 178 campaigns.

I made a small table to show the success rate per category:

|  |  |
| --- | --- |
| **Parent Category** | **Success rate** |
| film & video | 57% |
| food | 48% |
| games | 44% |
| journalism | 100% |
| music | 57% |
| photography | 62% |
| publishing | 60% |
| technology | 67% |
| theater | 54% |

Although the theater category is the one with the most campaigns, it is far from the most successful category. Inside the theater category, the subcategory with the most campaigns is “plays”.

The month in which the campaigns are done is not a crucial factor for the success of it. As you can see in the next table, the success rate doesn’t vary too much between months.

|  |  |
| --- | --- |
| **Month** | **Success Rate** |
| Jan | 54% |
| Feb | 56% |
| Mar | 57% |
| Apr | 60% |
| May | 55% |
| Jun | 64% |
| Jul | 62% |
| Aug | 49% |
| Sep | 62% |
| Oct | 58% |
| Nov | 60% |
| Dec | 52% |

It can be said that for the campaigns, the categories and months do not represent a real tendency for their success. There are other factors that will determine if the campaign is successful or not.

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

I think there are some factors missing for us to state or provide a real tendency for what makes a campaign successful or what makes it a failure. I do not think that we can be guided by the months or categories of the campaigns. Maybe the backers count could help us a little more to state some of these, but I still think that there are more variables to analyze that could persuade the campaigns through success.

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

As I showed before, I made two tables for the success rate of the Parent Categories, and the Months in which the campaigns are done.

|  |  |
| --- | --- |
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We could also make some bar charts to represent them:

With these charts you can see more clearly that they do not represent a clear tendency for the success of the campaigns. The category “journalism” has a 100% rate because there were only four campaigns inside this category.

To give us a better idea we can graph the total campaigns per category vs the successful campaigns.

As you can observe there is not too much difference in the success ratio of the campaigns depending on the category. So there are missing some key factor that can provide us a real statement that represents the behavior of a successful campaign.