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| 1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns? | |
|  | 1.Theater is by far the most frequent category, which leads there to be a peak in Kickstarters from May to July in successful outcome. However when failed outcomes peaked while successful outcomes bottomed on August. |
|  | 2. over the years successful outcomes have upward trends from 2010 to 2020. This might be due to the technological development and also effect of financial situation of the companies which are getting out of financial crisis in 2009-2010. |
|  | 3. Even though journalism tends to be the most successful parent category (has 100%(4 out of 4) of the crowdfunding campaigns succeeding), journalism also has the lowest average funding goal. |

Chart, line chart

Description automatically generated



2. What are some limitations of this dataset?

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| 1). According to my observation this data set does not represent the whole picture of the crowdfunding program. For instance, journalism has most success rate (100%) according to this analysis but the sample of data from journalism very few (only 4).In order to have more successful analysis there should be more data in another word sample size should be a large one. |
| 2). On the other hand, it could be very helpful if it shows some other factors which might be effect to the funding during the campaigns. For example, During the financial crisis there are so many companies went under because of the poor economic environment. |
| 3). During the program consumer preference is a one of the key metrics over the time. It could be very helpful to have a data on consumer trust to have successful campaign. |
| 4). Moreover, Hopes is not a strategy when we are working on funding. It should be a realistic to accomplish the goal of Kickstarter. In this dataset there should be more detail about their campaigns to remove outliers such as unrealistic/expensive goal and unorganized/poor goal. |
| 5)Also, this dataset doesn't say any details about expectation of investors’ might be one of the key indicators to know doners ambition in return financially for this analysis.  ----------------------------------------------------------------------------------------------------  3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide? |
| 1. Draw a boxplot to remove significant outliers in successful outcomes and unsuccessful outcomes |
| 2.Display successful and unsuccessful outcomes according to countries. |
| 3. Calculate average time to complete the projects for successful and failed programs in order to get an idea for more success startups in future. |