Crowdfunding Project Outcomes Analysis

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

*Conclusion #1:*

Based on outcome by parent category analysis and visualization, “theater” is the highest number of successful projects followed by “film & video” and "music” in the parent category. Compared to others, “journalism” has the lowest number of successful projects. “Theater” also stands out with the highest number of failed projects, indicating potential challenges within this category compared to others.

*Conclusion #2:*

Based on outcome by sub-category analysis and visualization, “plays” have the highest number of successful projects, followed by “photography books” and “video games”, within the sub-categories.  “Plays” also has the highest number of failed projects, which might suggest specific difficulties within this sub-category compared to others.

*Conclusion #3:*

Based on outcome by month analysis and visualization, the number of successful projects appears to vary across months, with July and June showing the highest counts. This trend shows potential seasonal influences on project success rates. Conversely, the number of canceled and failed projects doesn't show significant fluctuations across months, indicating consistent challenges throughout the year.

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

*Naming:* The column header name seems not clear and vague, like “name”, “blurb”, “pledged”. I would be better to make more explanatory for the data it represented. And also “country” seems vague for me to understand for what it is stands for, like is it for where the project located or backers.  
*Currency Conversion*: It would be better to convert the currency in to single currency. Because the “pledged” amount used to calculate “Percent Fund” and “Average Donation” and two columns result used to make conditional color coding.

*External Factors:* To dig deep we might need data that might give us insight about other external factors that might have impact on the success and failure of the projects.

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

*Pie Charts by Outcome:*We could create a pie chart to demonstrate project outcomes (canceled, failed, successful) across different parent or sub-categories. It would have given an overview of the proportion of each outcome per parent category.

*Map:* We could use a map since we have geospatial data. We could use a map to illustrate success rate for each parent category or subcategory.  This geospatial visualization would show patterns in project success rates across geographic areas.

*Bar Chart:* We could use a bar chart to see the distribution of backers by Parent category or sub-category.