

Crowd Funding Report

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

According to the analysis, we have been able to find that categories of film & video, theater and music have a high volume of success compared to other outcomes. With the data we can success is relative to the amount of campaigns which concluded in a fail (e.g. theater with the highest data set has a larger range of outcomes). The data set also shows that journalism has the lowest data set but is 100% successful in that there are no other outcomes. With the dates we can find peak success rates within the months May through to June.

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

We can find a limitation to be an example of the geographical scope as there is a different range of countries involved in the data set. This could be an example of limitations as the generalizability in our conclusions could be affected. For example; *plays* could be a more popular campaign in certain countries as opposed to others. There could also be biasness in the dataset as Crowdfunding projects could be receiving outsourced funding from projects which might have more exposure than others. This could be from strong advertising in the market. Another limitation could be the currency which plays role in the geographical scope.

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

Other tables we could use would be to use the average donations to visualise a gauge where most donations are funded. Another possibility could be to convert the currencies to visualise a more accurate graph with the data set provided.