Analysis of Crowdfunding Campaign Data

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

Out of 1,000 campaigns, 565 we successful, while 364 ended in failure. It is also noted that 57 campaigns were canceled, and 14 are still live. This data suggests that most campaigns in the dataset were able to meet or exceed their funding goals, with some surpassing their targets by a significant margin.

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

Some limitations of this dataset include a lack of key variables, such as campaign duration, funding trends over time, and backer demographics. Not including these key variables limits the ability to understand factors that may influence the success or failure of campaigns beyond just the outcome, goal, and funds raised. There is also no data on external factors such as economic conditions, seasonality, or competition during the campaign period. Such factors could affect the success of campaigns, especially during specific market downturns and holiday seasons. The final limitation is the lack of pledge distribution or backer motivations. These limit the understanding of why some campaigns gained sufficient support and others did not.

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

Some possible tables and/or graphs that we could create would be a scatter plot to identify the backers vs. regular donations and a pie chart to highlight the success rate per category. The scatter plot would provide valuable insights by comparing the number of backers to the average donation per campaign, helping to determine whether campaigns with fewer backers tend to receive higher contributions, or if larger audiences donate smaller amounts. The pie chart, on the other hand, would show success rates across different categories, offering campaign creators a clearer understanding of which sectors are more likely to succeed, and helping them set realistic goals based on historical performance.