Statistical Analysis

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

In the “Crowdfunding Goal Analysis” tab it is shown that the funding goals for projects with 100% success tend to favour the ranges of 15000-19999, 20000-24999, and 30000-34999.

If you go to the “Launch Dates” tab and filter the bar chart by looking at only successful campaigns, it’s shown that there is a very slight advantage of having a project being launched at June and July. In those months their success rates are a little higher compared to other months.

In the “Category Success” tab it’s shown that the type of categories that tend to have the most crowdfunding projects are usually those for the theater.

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

One limitation seen from this dataset is how it mixes projects from various years. It would be better to compare campaigns from dates not too far apart as it show how relevant they are in those timelines. Another limitation could be the sample size. Crowdfunding campaigns have complex reasons for why they succeed so a bigger dataset could offer a clearer analysis.

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

It would be useful to add percentage bar graphs in the “Category Success” tab. It can teach us the success rate for each category of crowdfunding. This is important as it can teach investors the likelihood of success of a campaign from a specific category.