Crowdfunding Book Report

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

  o Crowdfunding campaigns are generally more successful than not. Out of 1000 crowdfunding campaigns, 565 were successful while 421 were not.

  o Theatre campaigns had the largest number of successful and failed campaigns

  o Campaigns that had a goal of $15,000 to $50,000 were more successful than others.

- What are some limitations of this dataset?

  o Some of the categories given had 3 or 4 campaigns while others had 100 or more campaigns. This could make the data inaccurate.

  o This dataset is too general, it is hard to figure out what campaigns would be more successful than others

  o A lot of the data is mostly from the United States of America, so it might not hold up in other regions markets.

- What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  o A table or a graph that looks at how long a campaigns stays active and if that has any correlation to it being successful or unsuccessful.
    ▪ This would help to compile a baseline of how long a campaign can stay active before it is unsuccessful.
  o A table or a graph that would investigate the division between Countries and their respective campaigns.
    ▪ This dataset is informed more by how well campaigns based in the United States has done and there is a need to see if campaigns in other countries/regions do well because of other factors.