Crowdfunding Book Report:

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

Based on the provided data, it is depicted that more crowdfunding campaigns prove to be more successful than not successful. More specifically, crowdfunding for theater projects like plays displayed to be the most popular to have successful number of campaigns, but the consideration of the total campaigns in which were present can play a bias role in which that number was much higher than other campaigns. This also adds to the ratio of the failed campaigns that took place for theater projects. With that, the overall goal being met or exceeded for crowdfunding equals to about 57%, proving to be higher than the 43% of failed campaigns.

1. What are some limitations of this dataset?

Some limitations of this dataset include the limited categories to the subcategories listed. For example, the overall generalized category of food trucks without the specified foods that these food trucks are involved with. Which specific food truck business failed while which ones were successful can really throw the ratios off for the overall category. This can leave the questions of what specific reasons are the cause of crowdfunding failing or being cancelled.

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

Some other possible tables and/or graphs that we could create include pivot tables to reflect just the categories and the specific times and deadlines in which they launched their campaigns. This can limit specific categories such as theater projects from their overwhelming numbers of campaigns playing a bias role in their successful campaigns versus other categories that were limited in numbers of campaigns compared to theater. An average time for campaign launches would be a good limit to this.