Crowdfunding data set analysis.

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

Crowdfunding campaigns are diverse. In the case of the data presenting, they focus heavily on the entertainment industry such as music, theater, and film and video. These 3 parent categories represent almost the 70% of the data presented with a total of 697 campaigns of the 1000 showed.

We can see that successful campaigns were heavily founded, reaching or surpassing their goal, while failed campaigns did not reach them at all. We could assume then, that reaching their goal is a decisive factor between success and failure.

Theater was the category with more campaigns founded, but only one sub-category (Plays). Even though it was the one with more campaigns, we can also see that the percentage of successful plays is very close to the failed, cancel and live combine at roughly 50% and 45% respectively.

We can also see that the successful campaigns were higher during the summer and winter months. We could assume that it might be due to vacation seasons since the campaigns focus heavily on entertainment areas.

2.-What are some limitations of this dataset?

There are less than 1000 samples, which can be consider as a limited data set. We would need more information to be able to further analyze if there are more factors between failed and successful campaigns beside reaching their goals.

Also, we could argue that the data was obtained with a large range of dates, covering a period of 10 years. It would be interesting to see how the backer’s donations behave over specific periods of time. For example, over the years where the economy was healthy vs the years where the country faced financial struggles, but that data was not provided.

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

A box and whiskers chart would be helpful to identify outliers and see if that is a factor on how the data is behaving.