Rebecca Balderas

Crowdfunding Campaign:

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

The theater campaign, especially the plays, was the most successful while also having the biggest “failed” as well. The campaigns that are traditionally sources were the most successful. The film & video, music, and theater had the most completions. It appears it is easier to reach people visually and audibly. This would lead us to believe that future campaigns should focus on those groups. Also, the time frame of July was the most successful for the campaign.

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

We don’t have the reasons for why the campaigns failed. It would be helpful to know if it was tied to the price of the crowdfunding or if certain theater projects were more successful than others. We are lacking detail on the subcategories. With greater detail and data, we might be able to drill down and generate campaigns that do not have a fail rate.

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

We could do a stack chart on the blurb that was provided for the campaign. With that information, we could see if there were some blurbs that were more successful than others. We could see also see who successful each country was and if it would be beneficial to target campaigns more to each country in a specific way. Lastly, we would do a line chart on the date the launch was created and the date the launch ended. It would helpful to know if longer timed campaigns were more successful than those that were shorter.