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

Based on pivot table one, the most popular crowdfunding category is Theater with music and film & video tied for second most popular. Based on pivot table 2 the most popular crowdfunding subcategory is plays by far. Based on pivot table three I can see that the rate of success is increasing and the rate of failed projects decreased drastically from 2019 to 2020.

In addition to those three conclusions film seems to be on a rise in popularity as it has more live crowdfunding projects.

* What are some limitations of this dataset?

There isn’t real data on each do nation so one large backer could be increasing the mean donation. Pledged doesn’t necessarily mean that the donations came through I would like to see how many donations were actually made then see the rate of Pledged verse paid. I wish there was time stamp data on milestones.

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

I would like to transition the currencies into one currency depending on who I was presenting to. Meaning if I knew I was presenting to majority Americans they would understand USD better. This might be helpful in general.

Plotting success rate for each project vs staff pick/ spotlight might show if these actions have any value added. Plotting to see what categories and sub categories are more successful by country could help focus efforts by region.

I would also like to see the effects of time open and plot how many days vs money raised or success rate to see if there is an optimum amount of time to have a crowdfunding project operational. This may also provide an end point if it is found that after a certain number of days the project will fail.

Statistical Analysis:

The mean better summarizes the data. There is more variability with successful campaigns. When asked if this makes sense or not, I find it to be difficult question to answer with data given. Based upon the data given I would say that number of bakers is huge contributor to your success but not the main variable. When considering success there is popularity of category in location, starting goal, timeframe, time of the year, how much the project was pushed by the company, and most likely many more factors. This is also not taking into consideration differing donation amounts. For instance, maybe a project failed because they wanted 100,000 in 2 months and they didn’t promote and held this project in January right after everyone just spent their money on Christmas. While a successful project wanted 25,000 during tax season, and had a generous donor who paid 10,000 while everyone else paid varying amounts. All that to be said if I was to pick, I would say that this definitely makes since at face value. The lower number of backers on average would mean you are less successful. This is shown by our data with 851 backers in the successful project’s vs failed having 586. I discussed above that abnormal large donations can skew numbers but with it being more likely to fail with low backer count it makes sense that failed projects would have lower number groupings meaning less variance than successful projects having surpassed their goals, or meeting their goals with 16 bakers up to 7295 bakers.