1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
   1. Each category in the table is analyzed based on the distribution of outcomes—canceled, failed, live, and successful—offering a detailed view of the project performance metrics in each field. The category-specific analysis of the first table below reveals that theater has the most outcomes as well as a high success rate of approximately 54%. It also has the highest failure rate at 38%. Film & video and music categories have the second and third place and have slightly higher success rate than the theater. The fourth one is Technology stands out with fewer projects than the top three but has the highest success rate of all categories at 66.67%.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| **Total** | **57** | **364** | **14** | **565** | **1000** |
| theater | 23 | 132 | 2 | 187 | 344 |
| film & video | 11 | 60 | 5 | 102 | 178 |
| music | 10 | 66 |  | 99 | 175 |
| **technology** | **2** | **28** | **2** | **64** | **96** |
| publishing | 2 | 24 | 1 | 40 | 67 |
| games | 1 | 23 | 3 | 21 | 48 |
| food | 4 | 20 |  | 22 | 46 |
| photography | 4 | 11 | 1 | 26 | 42 |
| journalism |  |  |  | 4 | 4 |

* 1. Like the above table, each sub-category in the table is analyzed based on the distribution of outcomes—canceled, failed, live, and successful. From the sub-category perspective, “plays” has the most outcome and success rate approximately 54%. Other two following sub-categories “rock” and “documentary” have a slightly higher success rate 58% and 57%, but the number of outcomes are not significant compare to the “plays.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sub-Category** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| **Total** | **57** | **364** | **14** | **565** | **1000** |
| **plays** | **23** | **132** | **2** | **187** | **344** |
| rock | 6 | 30 |  | 49 | 85 |
| documentary | 4 | 21 | 1 | 34 | 60 |
| web | 2 | 12 | 1 | 36 | 51 |
| food trucks | 4 | 20 |  | 22 | 46 |
| indie rock | 3 | 19 |  | 23 | 45 |
| wearables |  | 16 | 1 | 28 | 45 |
| photography books | 4 | 11 | 1 | 26 | 42 |
| drama | 2 | 12 | 1 | 22 | 37 |
| video games | 1 | 15 | 2 | 17 | 35 |
| animation | 1 | 10 | 2 | 21 | 34 |
| nonfiction | 1 | 6 | 1 | 13 | 21 |
| translations |  | 7 |  | 14 | 21 |
| electric music |  | 8 |  | 10 | 18 |
| fiction | 1 | 7 |  | 9 | 17 |
| jazz | 1 | 6 |  | 10 | 17 |
| television | 3 | 3 |  | 11 | 17 |
| shorts | 1 | 5 | 1 | 9 | 16 |
| science fiction |  | 9 |  | 5 | 14 |
| mobile games |  | 8 | 1 | 4 | 13 |
| radio & podcasts |  | 4 |  | 4 | 8 |
| metal |  | 3 |  | 4 | 7 |
| audio |  |  |  | 4 | 4 |
| world music |  |  |  | 3 | 3 |

* 1. The table below summarizes the outcomes, categorizing them as canceled, failed, and successful. July has the highest number of outcomes among the months, and the three lines indicate that the numbers increase from June to July. This suggests that the number of crowdfunding campaigns typically rises during the summer season. Additionally, the gaps between successful and failed outcomes are wider in June and July, indicating a higher success rate in these months before returning to average levels. In August, the number of failed outcomes is usually the highest, possibly because people are on vacation and may not take crowdfunding as seriously compared to other months, resulting in a peak of failures.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Month** | **canceled** | **failed** | **successful** | **Grand Total** |
| Jan | 6 | 36 | 49 | 91 |
| Feb | 7 | 28 | 44 | 79 |
| Mar | 4 | 33 | 49 | 86 |
| Apr | 1 | 30 | 46 | 77 |
| May | 3 | 35 | 46 | 84 |
| Jun | 3 | 28 | 55 | 86 |
| Jul | 4 | 31 | 58 | 93 |
| Aug | 8 | 35 | 41 | 84 |
| Sep | 5 | 23 | 45 | 73 |
| Oct | 6 | 26 | 45 | 77 |
| Nov | 3 | 27 | 45 | 75 |
| Dec | 7 | 32 | 42 | 81 |

1. What are some limitations of this dataset?  
   There could be wrong data/values entered in the datasets. Sample size could be smaller and can’t correctly identify which crowdfunding is successful. There could be a lack of features/variable that can identify the reasons how crowdfunding could hit goal or not.
2. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. A time series line graph displaying data by year and month. This graph will provide a detailed visualization of the trends, showing the success or failure rates of crowdfunding efforts over time, broken down by both year and month, instead of just monthly trends.
   2. A stacked bar graph that plots each year against the number of crowdfunding projects, categorized by outcomes such as failed, canceled, and successful. This graph allows us to easily see the distribution of funded projects over the years and identify any years that significantly differ from others.