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Crowdfunding Analysis

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

1. Theatre was the most successful in being funded, it also had the most backers. Journalism was the least successful.
2. The “plays” sub category was the most successful compared to other subcategories.
3. Over the years, more successful funding was received during the months May to July

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

Majority of the data is being collected from the US. So, it could’ve been better to stick to analyzing the US more and having data from the states in the US. It may have been more helpful to see which categories the states are more interested in. In this case I think the data from other countries were insufficient.

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

We could create a box plot to see which categories are outliers, which ones are the most funded and see on average which categories the backers liked to fund. We could also use a scatter plot to see which categories were more successful during certain months.

It may also help to create a chart that visualizes the difference between the goal and amount pledged, so that we can see how much more is needed for categories to be successful. If we had data on which states the funding came from, we might be able to target those states to meet the goal based on the categories the states liked to fund more.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

There is more variability for successful backers. This means that there are more campaigns exceeding the goals by different amounts. While the unsuccessful campaigns have more consistent amounts that are not meeting the goals.