**Written Report**

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

Answer:

Question: **What are some of the limitations of this dataset?**

Answer:

There is proof that this sample does not accurately reflect all Crowdfunding Campaigns. For instance, the instructions for the assignment state that just a third of Crowdfunding campaigns receive financing and succeed, while this dataset reveals that more that half of the applications chosen are effective. Additionally, this sample has a significant number of theatre-related Crowdfunding campaigns, even though Crowdfunding campaigns, even though Crowdfunding’s website does not include theatre as the most prevalent category.

There are no indicators that sum up the performance of any industry, category, or sub-category during the course of the study period. It would be useful to have information on how each industry, category, and subcategory performed during the pertinent time periods. This might enable us to take them into consideration as we analyze the data for external factors.

Crowdfunding is a very new firm. Data on consumer preference and /or crowdfunding trust measures over time may be helpful. For instance, it's possible that although crowdfunding is still in its infancy, some categories and subcategories were more successful than others due to a lack of consumer mistrust.

The funding goal/target sums of money for various categories/subcategories also contain a number of outliers. Even though we have “Blurbs” for each campaign, it would be useful to have more specific information about what each campaign hopes to achieve (in terms of actionable items). Including both efforts with ambitious/expensive aims and campaigns modest/cheap goals in the same study may not be worthwhile.

Finally, there is not much information in the dataset on what donors anticipate receiving in return for their contributions (such as a product prototype, tickets to a performance, t-shirts, etc.). If a donor feels she/he will receive anything meaningful in return for her/his donation, it may affect her/his decision to contribute.

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

1. Graphs for every measure, including and excluding "plays" (the most popular category).
2. Tables comparing the most successful and least successful categories and subcategories, together with comprehensive information on the degree of success of each category and subcategory. some possible metrics include (1) success rate per category/subcategory, (2) median, max, and min funding goal/target per category/subcategory, (3) median, max, and min of average donation per category/subcategory, (4) median, max, and min of percent funded per category/subcategory, (5) median, max, and min length of crowdfunding campaign timelines per category/subcategory etc.
3. Charts demonstrating the typical completion times (the amount of time it takes businesses or organisations to finish their crowdfunding campaigns) for the most and least successful sorts of initiatives (maybe giving programs more time to reach their financing goals might increase the likelihood that they will succeed).
4. Tables and displays that do not include notable funding target outliers.
5. Graphs and displays that deconstruct each category into its individual subcategories to reveal the factors that influence the success of various organizational structures. Several categories are rather broad, thus it's possible that several subcategories within each category have considerably varying funding objectives, average donations, lengths of Kickstarter timeframes, and take place throughout different periods of time (years and seasons). We could grasp the data better if we divided each category into subcategories.