Report about Crowdfunding database and it’s outcomes.

With the data set that was provided I can conclude:

1. People or companies could reach more audience from different parts of the world by using a crowdfunding initiative, without being limited to a local audience.
2. My hypothesis is that if the target audience isn’t defined or clear it’s more likely for the crowdfunding campaign to fail, because they won’t understand what they are supporting.
3. The more ambitious the crowdfunding amount “goal” is, it’s more likely that it won’t be achieved.

Limitations of the dataset received.

1. We don’t have the full description of the initiative to understand what they are about.
2. It doesn’t have a glossary to fully understand the data in each column. For example, I don’t understand the meaning of the spotlight and staff pick columns.

Other possible tables and /or Graphs could create with the dataset.

1. I would mostly work with the dates to get these insights:
   1. The average time a successful initiative takes.
   2. I would break down the previous insight into categories to understand which categories are easier to fund with crowdfunding campaign.
   3. You can also check out how does it take for a campaign to fail before they end and set parameters for failure campaigns and share it with the interested parts so they can measure the behavior of future campaigns.
2. With this data set you can identify which currency had more successful campaigns.
3. You also could identify the outlier campaigns that exceeded their goal by far, so you can study the following subjects:
   1. What category is more common to have outliers.
   2. What currency is more common to have outliers.
   3. What time takes for outlier campaigns to finish.