Assignment 1

1. **Given the provided data, what are 3 conclusions we can draw about the crowdfunding campaigns?**

From this data, I can conclude that (1) the most successful crowdfunding campaign is in the film, music or theater industry, with theater being at the top. We can also conclude that (2) the sub category of plays seems to have the most successful crowdfunding projects but also it has the highest number of attempts, where as world music and audio have the least amount of attempts in the grand total. Furthermore, we can conclude that (3) launch time really determines the success/failure of the project, for instance crowdfunding projects launched around June seem to have the highest success rates.

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

One limitation is that there could be more information presented about the projects themselves, as well as how this data was collected, weather it was collected individually or other methods. Other information that would be useful to this is to see why certain campaigns were successful vs why others weren’t, which could be due to location of the campaign, marketing or length of time. Having this information would make the data set more complete and we could draw much more comparisons.

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

Some other tables that can be created to analyze the data would be (1) a table comparing the average donation with the country that the crowdfunding project occurred as well as the success, this could help shed some light on how the location may or may not alter the success rate of the project. Another possible table could be comparing the number of backers to the success rate to the project as well.