Report

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

Rising money through crowdfunding as an alternative finance used by startups is a good way as we can see from this dataset, also has its negative point and we can deduce just analyzing the outcome of the campaign, if put together the failed and canceled campaigns we have 421 out 1000 that didn’t meet the goal projected and it means a lot. From the other side we have 565 campaign that succeed meeting the goals, its almost 50-50 between the succeed campaign and those which failed, or it got canceled. Analyzing the categories and the outcomes, technologies is the field with a good rate of succeed campaigns.

What are some limitations of this dataset?

In my opinion, the information about the amount of money given by each backer would be helpful to know the interest of the people on crowdfunding and seek a conclusion whether crowdfunding would be a good way and keep trying for those unexpected outcomes or move on to another alternative. Another thing that we could cover is more accurate information about “Category and Sub-Category”, so I assume that we’re talking about strategy or methods of the campaign or is what the campaign is about, sort of confusing. Last thing, information about the backers such as history of past crowdfunding would be helpful too.

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

We can make a graph using the percent funded and categories to get a conclusion about which categories is the most funded and use that data for future campaigns.