Assignment 1 – Bennett Northcutt

* + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
* When analyzing the campaign success rate by month, we can observe there may be a correlation of campaign success rate by time of year. Namely, campaigns seem to outperform during the summer months and winter holidays.
* We can additionally observe campaigns related to Theater seem to represent a large share of overall crowdfunding campaigns.
* Web focused crowdfunding campaigns appear to be particularly successful – particularly when compared to food trucks which show an almost equal number of failed to successful campaigns.
  + What are some limitations of this dataset?
* The dataset concludes near the onset of the COVID – 19 pandemic and may not be particularly representative of the current, reimagined economy we find ourselves in. That said, it is probably directionally correct, but would warrant updating before leveraging the dataset for decision making.
* Furthermore, the dataset could potentially be gleaned from a specific crowdfunding platform. There is a chance a competing crowdfunding platform could see different trends in campaign success rate due to a varying clientele.
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
* Analyzing the dataset by subcategory and time could identify particularly successful product offerings and when the ideal time to launch them may be. This could be leveraged to create a business and would aid in the launch strategy.