Crowdfunding Book- Analysis Report

1. *What are three conclusions we can draw about crowdfunding campaigns?*

* More than 50% of the campaigns are successful and many made twice their goal.
* The more the number of campaigns under a category, the success rate is indirectly proportional. There are a greater number of campaigns run under “theatre/plays” and very few under “journalism.”
* With majority of these campaigns run in the county US, the outcome analysis based on the launch date depicts the steady success rate of these campaign over the last decade (2010-2020)

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

* There is very little information about the campaign itself aside from the blurb and the funding information.
* The crowdfunding campaign defines its own category and subcategory.
* There is no information about the creators of the campaigns aside from their name.

1. *What additional tables or graphs could we create and what additional value would they provide?*

* a bar chart to visualize categorical data by Country: the count of projects in each country or the number of projects under each parent category in each country. This graph helps compare the frequency or distribution of categories.
* A box plot to provide a summary of the distribution of a numerical variable i.e. to displays the minimum, maximum, median, and quartiles, helping identify outliers and understanding the spread and skewness of the data.
* A scatter plot to visualize the relationship between two numerical variables, such as the goal and pledged amounts. It can reveal patterns, correlations, or outliers in the data.