Category 1

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

* Most of the crowdfunding are done for the theatre group however the success rate for this was not good as only 54% were successful and 38 % failed.

A graph on a graph

Description automatically generated

* Of all the crowdfunding down for different categories only half of them succeeds. Almost 30-40% got failed and very less number of the programmes got cancelled.

A screenshot of a graph

Description automatically generated

* Crowdfunding success did not changed much with the years, only a slight nonlinear, inconsistent increase can be seen from 2010 to 2020. Total number of crowd fundings did not changed much over the years however there were only 2 fundings in 2020 which were failed.

A screenshot of a graph

Description automatically generated

1. What are some limitations of this dataset?

The dataset does not talk about the crowdfunding platform to see which platform was more successful, and also the source of data Is not available, strategy or metric are not defined -categories are too vast and spread over different countries.

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

* Backer count vs the outcome – to see the number of backers needed for the success .
* Instead of the stacked column charts – clustered column chart could be used

BONUS

1. Mean better summaries the data as median is an outlier.
2. Successful campaigns had more variability. Yes it does makes sense as high number of backers count leads to the success of the project which also depends on the amount donated. Sometimes less backers who donates more can lead to the success also as the number of project succeeded are more so it leads to more data and add to variability.