Crowdfunding Analysis Report – Brittney Watts

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

Given the provided data, we can conclude that crowdfunding campaigns source through many different avenues and currencies. We can see that success rates are highly unpredictable based on the type of campaign, and there is not a lot of variability in the success of campaigns based on the year they were launched.

* What are some limitations of this dataset?

It would be hard to tell what kind of crowdfunding campaigns would be effective to reduce failure rates. We are unable to see how much money was put into the campaign to market and produce donations. Furthermore, you could not track demographics or location data to see what places deliver the most money.

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

We could create a table that tracks the timespan of the campaigns to see whether the length of the campaign affects its success. If we made a table that compared the currency to the success, we would be able to visualize whether domestic campaigns do better than foreign ones. We could also create a table that populates the number of backers compared to the category of campaigns.