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Data Analyst BootCamp

05/04/2023

Module 1

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. The three main categories that are more likely to succeed are: Film & Video, Music, and Theater; however, these three categories do have the higher end of failures as it seems to be the three most popular crowdfunding campaigns to enter opposed to the other main categories.
   2. Of the 24 sub-categories, the “Plays” categories was campaigned the most, and given the higher amount of entries, 344, it has the highest success and failure count.
   3. The highest success rate of campaigns was in July.
2. What are some limitations of this dataset?
   1. Even with sub-categories the dataset could still be filtered down more into groups to provide more specification. For instance, theater/plays were the highest success, but also the highest failure. If the categories is filtered into more genres, more analysis could be provide; for example, were the plays that had the highest failure drama or comedy, or were they the highest success.
   2. Even with sub-categories the data is still broad. Overall, more genres/categories are needed to more finely filter through all the data.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. Another possibility is three separate pie charts each analyzing percentile outcome of canceled/failed/successful under the parent category. This type of pie chart will be useful as it will help provide a better visualization of the highest parent category that has failed/been cancelled/been successful; and by knowing the highest failure/success categories, it will help the analyzer do more research to see what other data could be found as to why certain categories failed more than others.