Conclusions & Limitations

Given the provided data, there are 3 conclusions we can draw,

**Conclusion 1:** The Impact of the funding goal**.**

By observing what the initial goal of each campaign is and what was the campaign Pledged, we can predict whether the campaign will succeed or not.

**Conclusion 2:** Campaign Duration.

Observing the campaign’s duration period shows that depending on how long the campaign ran for is how high the success rate ended up being.

**Conclusion 3:** Backer’s Influence.

For a campaign to be successful, backers play a key role. Therefore, observing how much a backer contributes also determines whether the campaign will reach its goal or not.

**Limitations of Data Set:**

Factors that can affect the accuracy of our data are: if there is any missing data or lack of context. Data such as: who participated in each campaign and how much that specific person gave can impact the way the data set is analyzed. Also, if there were fewer participants in some campaigns but larger groups in others, which can also impact the data accuracy.

Lack of context, such as how well the campaigns were known in the media. Whether that is through marketing or social media. People are more inclined into donating towards a campaign that has more presence on social media. Therefore how well each campaign was marketed also limits the accuracy.

**Additional Tables and/or Graphs:**

Additional graphs or tables that can be helpful are those that can show the location of each campaign. For example, a table showing the Campaign location, the population in that area, and how many people attended. Having this kind of table can show a more visual representation of why some campaigns succeeded more than others.

A graph showing the social media presence vs. none.