Crowd Funding Homework

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

* The United States had the most amount pledged along with the largest number of projects when compared to the other countries.
* Over 50% of all the crowd funding resulted in successful projects.

Graphical user interface, table

Description automatically generated

* The most successful projects were related to Entertainment as Theater, Film & Video, and Music had the highest number of successful projects.

Graphical user interface, text, application, table

Description automatically generated

2. What are some limitations of this dataset?

* The data that was used included only a small set of data that did not include the reasonings for why some of the campaigns failed. Without the information as to why these failed, people looking at this information will not have the necessary details to look at it to try to avoid failing on their own crowd funding campaign.
* From the dataset, we are unable to identify if these organizations/people have any previous knowledge with the type of campaign they are undertaking. Therefore, we are unable to tell if some of these campaigns failed due to no previous knowledge or other outstanding circumstances.
* Based on the start and end date of the campaigns, we could see that some of the shorter time period campaigns were the ones that failed or had to be canceled. However, there could be other circumstances that resulted in the failure or cancellation of some of these projects.

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

* You could add a bar chart of the average donation with the outcome. This could be helpful to provide insight based on the average donation and whether increased average donations resulted in successful projects.
* You could add a pivot table with a bar chart to show the number of backers and the outcome of each project. This would be helpful to show if projects were successful or failed due to the number of backers that contributed money to the projects.