

DATA ANALYSIS REPORT

Tecnológico de Monterrey Data Analytics Bootcamp

Module 1: Challenge

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Crowdfunding Project

**Crowdfunding Conclusions**

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

The first conclusion we can gather from obtaining the most relevant results out of the crowdfunding database is that most of the operations turned out to be successful. Successful operations outperformed all failed, cancelled, and live operations. However, it is important to note that failed operations represented the second most common results.

The second conclusion found that out of all the possible outcomes and different sub-categories, plays were the most popular project, with a grand total of 344 out of the 1000 operations. Most projects in the plays sub-category were successful, with a 54% successful rate. The rock category ranked second, with 85 operations.

The third conclusion indicates that theater projects also led in the category section, almost doubling the second place. However, in the category section, film&video and music competed very closely with 178 and 175 projects registered, respectively.

1. What are some limitations of this dataset?

One limitation of the dataset is that we cannot find the information for how many people paid, we can only see the total pledged and the original goal. In this case, it would be very useful to have the data for the total amount of people that participated for a deeper analysis.

A column that indicates who were the most important contributors, or who provided money more times than others to find the most popular investors.

Another column to see if a set of people or groups were involved in more than one project.

A column to find how were projects financed and by what banks or financial institutions to have a deeper understanding of where the money comes from.

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

Pie charts could be helpful to disclose more outcomes and to compare more data percentagewise.

Line charts of success could also help distinguish the real success of each project or category.

Creating graphs by country could help in providing more insight on how the projects were developed by countries.

Histogram comparisons for specific aspects of the dataset could help in finding more specific results on how the projects were developed.

A histogram for obtained results and requested could help to find more success rates and to understand more factors on what a project needs to be successful.

A 10-year chart that provides a long-term analysis on the project, with months included to see the evolution of the projects.

A chart that can provide a monthly analysis each year to see what periods the most successful ones were.