Module 1: Report

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

* + Theatre is the parent categories that has one of the largest numbers of crowdfunding projects across most countries. In aggregate, it has the largest total number of projects. In terms of sub-categories, Plays, which is the only sub-category that falls under Theatre, has the largest number of plays across all the countries. This may denote popularity if the assumption can be made that there is a high, positive correlation between the number of projects and popularity.
  + U.S. has the largest sample size, which makes up over 76% of the entire data. U.S. also has the second highest success rate only after GB.
  + When we aggregate all the countries, June is the month with the highest success rate at around 63%. The general finding across most “Date Created Conversion” years is that the difference between the number of successful outcomes and the number of unsuccessful outcomes is the greatest in June.

What are some limitations of this dataset?

* + What is the basis of choosing the selected countries? Is it representative of the population?
  + U.S. data is over-represented. Why?
  + The number of theatre projects far outnumbers that of other categories. Is it over-represented? It representative of the entire population?
  + How is the number of backers related to the success rate?
  + How does the deadline date, staff pick, and spotlight affect the outcomes?

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

* + We can create a new pivot table to explore the relationship between the number of backers and the success rate. We can use the sub-category as our rows, outcome as our columns, and filter for country and parent category. Our value is the number of backers.
  + We can visualize the above by creating a stacked bar graph to see if the number of backers has any correlation with the success rate.
  + The same can be done for other factors such as the deadline date, staff pick, and spotlight.