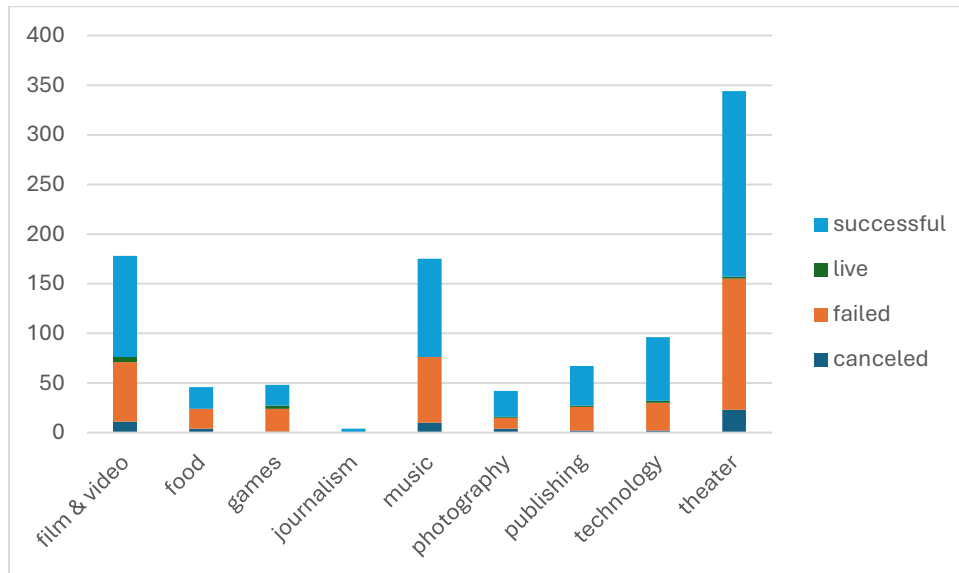


Gina Butler

## Week 1 Challenge: Crowdfunding Campaigns

The dataset is crowdfunding campaigns over a ten-year period in major country markets. It includes details such as number of successful campaigns and the category which can be filtered in a pivot table and chart by country (see Crowdfunding Workbook).



- Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  - Given the provided data, the first conclusion is that crowdfunding is on average a successful method of fundraising with a total of 565 of 1000 campaigns that were successful. The second conclusion is that the Theater category is by far the most popular category for crowdfunding campaigns with a total of 344 of which 187 were successful or approximately 54%. The third conclusion is that between 2010 and 2020 the month of July is the most popular month for campaigns to be started with a total of 94 during that time period.
- What are some limitations of this dataset?
  - Some limitations of the dataset are the years that were sampled, the countries selected for the sample, and the parent categories. The years sampled didn't take into account the creation of when crowdfunding began. Also, it doesn't specify which crowdfunding site or sites were sampled. For example, one crowdfunding platform may have begun after 2010, etc.
  - The countries selected for the sample may or may not necessarily be countries where crowdfunding is most popular or widely used.
  - The parent category is limited. It doesn't include other possibilities such as sports or medicine/health.

- What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  - I think the pivot table perfectly illustrates the dataset. However, the scatter chart could just as easily illustrate the data as well. The scatter chart would show the dataset at specific points over a period of time, while the bar and line charts chart show categorical info. The additional value they could provide is a better visualization of the pieces of the 1000 samples taken. I don't think the pie chart would be helpful because a lot of the data goes over 100%.