Challenge 1.

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

Based on the category statistics, the following three categories, out of a total of nine categories analyzed, are the majority of all the campaigns funded: Theater, Music, and Film and Video. Theater having the most projects with a total of 344 out of a total of 1000 projects, theater and video come second with a total of 178 projects and music is a close third with 175 projects. But also, these three projects: theater, music, and film & video have the most failed projects.Theater has a whopping number of 132 failed projects. Journalism is the only category that doesn’t have a failed or canceled project, even though it only has 4 total projects.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 11 | 60 | 5 | 102 | 178 |
| food | 4 | 20 |  | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| journalism |  |  |  | 4 | 4 |
| music | 10 | 66 |  | 99 | 175 |
| photography | 4 | 11 | 1 | 26 | 42 |
| publishing | 2 | 24 | 1 | 40 | 67 |
| technology | 2 | 28 | 2 | 64 | 96 |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

In the subcategory statistics, Plays have the highest number of successful projects at 187, but also the highest number of failed projects at 132, and a total number of 344 projects. Plays are the majority, compared to all other subcategories which have roughly less than a hundred total number of projects.

In the outcome based on launch date category, it looks like all projects whether successful, failed or canceled, decrease in April, and July has the highest number of total projects and successful projects as well. January has the highest number of failed projects.

2.What are some limitations of this dataset:

This dataset provides findings for only 9 categories, even though crowdfunding funds several more categories and projects, I would conclude that the research sample is small. This dataset also did not include findings based on the experience of the creators.

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

The following are other possible tables and/ or graphs that we could create to study the crowdfunding platforms better:

* Success of categories by country
* Analysis of a campaign goal and its success rate
* Analysis of campaign length and its success rate