CrowdfundingBook Sletto Conclusions

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

We can view the funding outcomes of the participants.

We can view if they hit their goals and what percent of their goal they hit.

We can view how long they participated.

We can view the data of all the participants combined and how successful they were by filtering which countries the participants are from, what industry the participants work in, and how long the participants participate.

We can view that just over half the participants were successful and can view trends of which country, industry, and year they were most successful.

We can also see the percentage of goal each participant made and view it easily with colorization.

* What are some limitations of this dataset?

We cannot see what effort they put in. We can see how long they participated but we can’t see how hard they tried.

We cannot see how the funding was received. Some participants may have had referrals or had more generous clients reach out to them.

We cannot see how much individual backers contributed. Maybe 1 person contributed most of the funding.

We do not know if the currency in the goal and pledged column are alike as the currency column lists different but no conversion column.

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

We could utilize pie charts to see percentage of funding each industry beat their goal.

We could see how the spotlight column effected the outcome and use a stacked bard chart.