Crowdfunding Book Stats Analysis

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

Under the parent category, Theater has the most successful project counts but also the most failed project counts. It has also the most campaigns. Journalism has the least campaigns but all of them are successful. Out of a thousand campaigns, Journalism has 100% successful rate.

In the sub-category, Plays has the most successful campaigns but also has the most failed ones. Audios and World Music has the least campaigns but the successful rate is 100%

July has the most launches while August is the slowest month to launch any campaign.

1. What are some limitations of this dataset?

Goal and Pledged Data are not in the same currency. Data is skewed/inaccurate.

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

We can create the successful rate of each category. For example, as mentioned in question 1, although Theater has the most successful campaign count, it also has the most failed counts. While Journalism has the least campaign counts, but it has 100% successful rate.

Stacked Columns will be good to show which category has better successful rate.