Module 1 Challenge Written Report- Pivot Table 3

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. Successful Campaigns Greatly Outperform Failed and Canceled Campaigns
     + Throughout the months shown, the number of successful campaigns (shown by the grey line) is significantly higher than failed or canceled campaigns. The difference is most notable in months like June or July, where there are nearly twice as many successful campaigns compared to failed.
  2. Consistent Pattern shown in Failed Campaigns
     + The amount of failed campaigns (orange line) remains relatively consistent across all months, with minor fluctuations. Indicating that though some campaigns are successful, there is also a constant rate of failed campaigns throughout the timeline.
  3. Canceled Campaigns are shown to be the least in number
     + The number of canceled campaigns (blue line) remains consistently low compared to both successful and failed campaigns. The peak being in August and December shows that some campaigns cancel due to reasons not directly linked to the time of the year.
* What are some limitations of this dataset?
  1. Campaign Category Information
     + This data doesn’t specify the types of campaigns (ex. Music, food, games, etc). Because of this, its difficult to analyze if certain categories are more likely to be successful or fail.
  2. Timeframe Not Specified
     + Dataset captures the distribution of campaigns over months but doesn’t give insight to the years represented.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  1. Backers vs. Success Rate
     + A scatter plot comparing the number of backers for each campaign to the outcome. Providing this would help identify if a higher number of backers can indicate if a campaign is going to be successful or if other factors are involved.
  2. Specific Category Success and Failure Analysis
     + Creating a table that shows the number of successful, failed, and canceled campaigns by category (food, theater, technology, etc) would allow us to see which categories are more likely to succeed and which ones have higher rates of failure.