Mod 1

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

Crowdfunding campaigns are more likely to be successful than not. There is no significant trend over the years, but there is a slight upward trend in the success rate of campaigns. June and July are the most successful months. The category with the most number of successes is film & video. The category with the greatest success rate is technology. The audio category and world music category both have a 100% success rate.

The category with the highest cancelation rate is photography and then food. 9.52% of the photography campaigns were canceled.

Plays is the most frequent subcategory. More than a third of the campaigns were in the plays subcategory.

* What are some limitations of this dataset?

The sample dataset was limited to 1000 campaigns. With only the 1000 campaigns in this dataset, the insights drawn could be skewed. There could be a better variety of campaigns and larger number of campaigns per category and subcategory. There is not enough data for the year 2020.

In our dataset, plays was the most popular subcategory. This might only be true in our limited dataset.

The audio and world music categories had a 100% success rate. This might only be true in our limited dataset.

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

We could create a bar graph to show the relation between campaign duration and outcomes.

We could create a bar graph to show the relation between average donation amount and outcomes.

We could create tables excluding outliers.

We could create a table to show relation between success rate and number of backers.