UCB Data Analytics Bootcamp

Crowdfunding Assignment

11/25/2023

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

The first conclusion that we can draw from the given data is the ability to identify what projects performed the best across a variety of categories.

Another conclusion is the affect that duration of the projects has on their success. In this data set music, film/video, and theater seem to have a good amount of success with short amount of campaign times.

Plays have the most amount of activity within subcategory. However, the reason as to why this is true has to be researched further.

1. **What are some limitations of this dataset?**

This dataset only contains particularly short campaigns. Conclusions based on the success of crowdfunding projects cannot be accurately made without the addition of longer cases. This is because some other projects may have different outcomes based on the amount of time allowed.

The data set has cases that has information dating back to 2010. These older cases may not reflect current trends amongst investors compared to today. Using more recent data is a better way to make conclusions as to what is popular.

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

A circle chart would be another way to visualize the percentages of success, failures, lives, and canceled projects. Another option would be creating a pivot table and chart that displays the count of outcomes relative to the country. This would provide the viewer with an insight on what type of projects are popular in different countries.

A table between average amount donated and either parent category or subcategory may provide further insight on what investors like to support.