**Question 1**

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

1. **Outcome vs parent category**

**Conclusion**: There is great variability in the outcome between different categories.

**Key Insights: -**According to Graph on sheet number 2 the success rate in **theater** category is **more** as compared to others and **least** is in **journalism.**

1. **Count of outcomes and Subcategory: -**

**Conclusion:** There is great variability in the outcomes between different subcategories.

**Key Insights:** Graph on sheet number 3 subcategory **play** impact big role in **outcomes** other subcategories have very less role in outcome.

1. **Country and currency:**

**Conclusions:** - If we are looking for projects in the country and currency.

**Key Insights:** - Maximum projects are happening in **the USA** and maximum currency according

to data is **US Dollars.**

**Question 2**

* **What are some limitations of this data set?**

**Here are some common limitations**

1. Incomplete data: -

a) Missing Details: - Data lack complete data such as Backer’s demographics, marketing efforts, and specific milestones

b) No insights into failed campaigns.

1. Qualitative data is missing: -
   1. Reasons for success and failure
   2. Sentiment analysis of comments and backers’ interaction
   3. Impact of social media
2. Limited Backers’ information: -

In crowdfunding data they provide backers number, it doesn’t include detailed demographic or behavioral data.

1. Geographic bias: -crowdfunding data is more popular in the US compared to other countries.

In data they just mention the countries but from the given data they didn’t mention the states and cities where we can improve and focus on other things.

1. No insight after post campaign:-

Data usually ends when the campaign finishes, with no follow-up.

1. Factors like marketing efforts, economic conditions or competition are not included in the data.

**Question 3**

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

Here are some additional tables and graphs that you create with crowdfunding data

* 1. Country and Currency analysis table: -

FIELDS: Country, Currency and count of outcome

INSIGHT: Highlight the country and currency according to successful rate

* 1. Backers count table: -

Fields: Backer’s count and outcome

Insight: - how many backers got successful and failed

* 1. Outcome and Country: -

Fields: Sum of outcome and Countries

Insight: -. Highlight the success rate according to countries.

Graph for visual analysis:

1. Bar chart:
2. Pie chart
3. Histogram for goal and successful campaigns
4. Scatter plot
5. Line chart

Additional values:

a) Geographic success rate by country and region: - identifies regional differences in crowdfunding success. It could be used to target marketing and support in key areas.

b) Success rate vs project duration: -analyze longer and shorter duration more successful.

c) Funding trend over time: - knowing the best time to launch a campaign can increase success rate.

d) Funding per backer by category: - which category attracts the highest contributions per backer.

e) Backer demographics:- helps to understand your target audience.