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Data Visualization Boot Camp- Week 1 Homework Short Answer

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

The three conclusions that can be drawn based off of this limited snapshot of the overall data are as follows:

* July was the most successful month of these campaigns
* August was the least successful month of these campaigns
* There was never a month of the year that yielded more failures than successes. The success rate was always greater than either the failure or canceled rates.

1. What are some limitations of this dataset?

This particular dataset does not show details pertaining to the campaigns’ categories, therefore an analyst would be unable to see what categories and sub-categories were the most/ least successful. This dataset also fails to show the length of the campaigns, therefore not allowing an analyst to determine the success rates of such campaigns in varying timeframes. This dataset only shows the months and corresponding success rates, and does not allow for the most effective forecasting, should crowdfunding campaigns be attempted in the future.

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

Looking at the provided data, it has been determined that the most successful event to use as a crowdfunding campaign is a play. I would recommend creating a PivotTable and corresponding PivotChart that will showcase the most and least successful months of the year to put on a play. To do this, create a PivotTable in which “Outcome” is placed in both the filters and values sections, “Months (Date Created Conversion)” in the columns section, and “Sub Category”, filtered to show only ‘plays’ in the rows section. From there, a bar chart can be made, allowing analysts to come to the conclusion that June is the best month to put on a play for the purposes of a crowdfunding campaign, and the months of May and August are the worst to do so.

Another PivotTable and corresponding PivotChart I would be very intrigued to see would be ones comparing the success to failure rate of campaigns of various the years. Showcasing this data can be done by creating a table in which the rows are “Outcome” filtered only to show “successful” and “failed” values, the columns being “Years (Date Created Conversion)”, and values being “Count of Outcome”. From there, multiple Pie Charts can be created to illustrate successes and failures when compared to the sum of the two. This can help analysts visualize what years are to be considered more successful than others, based off the difference in percentage when comparing success to failure.