Written Analysis Report

* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  1. Based off of the line graph we created, it appears that Crowdfunding campaigns are more successful in the months June and July.
  2. Games and food crowdfunding campaigns seem to have the worst success rates with only 43.75% success for games campaigns and 47.83% success for food campaigns.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| food | 4 | 20 |  | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| **Grand Total** | **5** | **43** | **3** | **43** | **94** |

* 1. Theatre plays are the most common crowdfunded campaigns.
* **What are some limitations of this dataset?**
  1. A limitation of this dataset is that there is not enough data for certain categories to get an accurate assessment of how successful they would be. For example, in the journalism category, there is only 4 total campaigns to analyze and all of them were successful giving it a 100% success rate. The sample size is too small to determine how well journalism campaigns would succeed or fail.
  2. Another limitation of the dataset is how the length of time and goal amount for campaigns are varied. If a campaign had a greater length of time to run or a smaller goal amount, it may be easier to have a successful campaign when compared to another with a lesser campaign run time or higher goal amount.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  1. Another table I would be interested in creating would be a pivot table that included the outcome, goal, and the dates of the campaigns. I think it could provide some value to see if the goal amount or campaign run time affected the outcome of the campaigns.
  2. Also, a pie graph may provide value by allowing us to visualize the different categories and the total percentage of a specific outcome (success, fail, canceled).