Challenge #1 due date August 8th 2024

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**Crowdfunding campaign report**

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

I used a dataset of 1000 crowdfunding campaigns to see the outcome. The dataset had 9 categories of of campaigns – film/video, food, games, journalism, music, photography, publishing, technology, theatre. From the graph we can see that in most categories there was roughly 50-60% success rate in crowdfunding campaigns, with one exception of journalism where all 4 campaigns were successful. But we need to keep in mind that the date we had was not enough. Perhaps with more campaigns in journalism we could see a better picture of outcomes.

The most data we had was in theatre category. We see the same overall outome – a little more then 55 percent successful crowdfunding campaigns.

Food category was less then 50 percent successful. People are less inclined to fund food trucks.

Wearbles category had 70 percent success – standing out in technology category.

Overall campaigns with clear and understandable descriptions were more likely to get funding. Campaigns with more technical, obscure descriptions were less likely to raise targeted amount.

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

It would be helpful to add a table that represent success in percents. That way we see that not only color coded graphs with success rates, but have a clear picture of crowdfunding success in different categories.

* What are some limitations of this dataset?

Some categories had very little data to see a clear picture.

Overall to see better statistical reports, you need more data.