Michael Chiaramonte 8/21/2023

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

**A:**

1. Based on the available data, there appears to be around a 57% chance of having a successful crowdfunding campaign regardless of category. We can consider crowdfunding campaigns marked as “canceled” as unsuccessful due to not knowing the reason they were canceled. The ones marked as “live” I would assume mean that they are ongoing, however they all have deadlines that have passed. This category only makes up 1.4% of the total sample so we can exclude it for now since it is inconclusive whether we can count this as unsuccessful.
2. While the “theater” category seems to be the most frequent project category (around 34% of all crowdfunding campaigns), this doesn’t seem to be correlating with an increased success rate. Its success rate falls very close to the overall average. In fact, despite being only the 4th most frequent crowdfunding category, “technology” seems to have the highest success rate with 67% of those crowdfunding projects succeeding.
3. There seems to be a higher percentage of success for a crowdfunding project initiated in the months of June and July. The number of successful campaigns is around 25% higher when compared to the other months. The success rate is around 12% higher than the other months. However, we would need more data to get a better conclusion on this observation since the absolute count of successful campaigns in June and July compared to the other months is only slightly higher.

**Q: What are some limitations of this dataset?**

**A:** The dataset may be too small to yield the conclusive observations that a larger dataset can provide. For example, in my last response to the previous question I stated that there was 25% more overall successes and a 12% higher success rate on average in June and July. While these percentages seem significant on the surface, the absolute count of successes on average for these two months is only around 12 higher. However, if this dataset was 10,000 rows long these percentages would hold more weight. The dataset also doesn’t give more specific data as to how these projects were marketed. It is one thing to set up a crowdfunding project, but if you are not marketing it to the right people or even at all then you won’t be successful regardless of category.

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

**A:**

* We could create charts based on the count of backers vs the category or sub-category. This could show us what the most popular crowdfunding projects are from the backers side since these are the people that are funding the project.
* It would be useful to create a chart that compares the category, numbers of backers, and average donation. This will allow us to dig deeper into the successful projects and figure out if they were successful due to popularity or because a singular or small group of benefactors donated a large portion of the money.
* Since these crowdfunding campaigns can exceed their initial goals, we can create a chart or table comparing the successful campaigns only and see what percentage each of those categories exceeded their goal on average. This is another measure of the popularity of a campaign as one that significantly exceeds their goal is much more successful that one that only meets or exceeds by a small amount.
* We can also create a table/chart on crowdfunding success based on what the goal was set at. A $1,000 is much easier to hit than a $100,000 goal so this is information that we should take into account.