

Crowdfunding Report

1. Given the provided data the first conclusion we can draw is that August is the worst month to crowdfund because it had the least successful campaigns, the second highest failed campaigns and the most canceled campaigns. The second conclusion is that overall 50% of all campaigns were successful, so this gives any campaign a 50/50 chance of succeeding. The final conclusion is that campaigns that had goals of 15,000 to 24,999 and 30,000 to 34,999 were all successful, based off this data campaigns with goals in those ranges should always succeed.
2. A limitation of this data set is that the goals of the projects all widely vary so it would not be fair to compare a campaign with a small goal that is more likely more attainable than a bigger goal.
3. A possible graph we could make is a line graph to see the connection between the number of backers in a campaign and the success of the campaign. Another possible graph we can create is a line graph of the number of successful and failed campaigns based on location to see if location matters in the success of a campaign. In addition, we could add a table that shows campaign goals that were 100% successful and what category they are to see what goal range does a category succeed in.