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

* Funding campaigns was concentrated in three categories.(69.7%). These categories are “Theater”, “Film & Video” and “Music”. We can see that many campaigners think these categories are suitable fields for Funding. The average success rate of these three categories was 56.8%Table

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* Look over the subcategories in more detail, We find that campaigners did more actively in Plays of theater, rock and documentary (48.9%). We can reconfirm that many of the funding founder preferred to initiate campaigns in comprehensive performing art. The average success rate of these three categories was 56.2%.

It is noticeable that the success rate of web fields. It recorded 70.59%. (The rate of success: Mean 59.2%, Median 57.3%, Var-p 2.26, STDVE 15.03) Through this, it can be estimated that the demand for the web area is high.

Table, Excel

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* **Funding campaign timing (monthly basis)**

- Funding campaigns were relatively high in January and July. The success rate of the funding campaign was significantly higher in June(63.95%) and July(62.37%). ( Mean : 57.3, STDVE : 4.34)

It can be estimated that funding campaigns held in the middle of the year have a higher success rate than at the beginning of the year or the end of the year. Table

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1. What are some limitations of this dataset?

* There is the limitation of the quantitative approach. The data did not appropriately reflect the qualitive factor that determine success. For example Content quality, demand for content, content satisfaction
* There is a limitation to judging success and failure with the number of data. Therefore, it is necessary to measure the ratio as the success rate to the **number** of occurrences.

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

* - **High successful campaign duration**:

57.3% of all funding campaigns had an activity retention period within 14 days (Figure A below). The success rate is high from 8day’s retention period to 14 days’s retention period. (rate of success 65%, average rate of success 51.8% and STDVE 14.5).

Through this, it can be inferred that the funding campaign period is appropriate for about 8-14 days.

Graphical user interface, application, table, Excel

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< Picture A> < Picture B>

* **- Appropriate amount of Donation:**

**The data (Figure C) show that the amount of donation was distributed at an even rate from $30 to $110. From Figure D, it can be seen that the success rate of the Donation amount in the $50-70 range is high.**

Graphical user interface, application, table, Excel

Description automatically generated

< Picture C> <Picture D>