MSU Data Analytics boot camp

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Create a report in Microsoft Word, and answer the following questions:

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + From the Bar Chart we see that under parent category, **theater** had the highest number of successful crowd funding campaigns (187), followed by **film & video (102)**. The third highest crowdfunding campaign was music (99). However, the parent category **Journalism was the most successful parent category with a 100% success rate even though it had only 4 crowd funding campaigns.**
  + From the Bar Chart for Sub-Category, we see that **plays** had the greatest number of successful campaigns (187). **Plays** also had the highest number of failed campaigns (132). This shows that the more crowdfunding campaigns in a category (parent or sub), the higher the possibility for success.
  + From the pivot-chart line graph we see that July had the most successful number of crowd funding campaigns (58). Also, January had the highest number of failed crowdfunding campaigns (36). I would recommend starting a crowdfunding campaign in July.
* What are some limitations of this dataset?
  + Some crowdfunding campaigns were still live, and their outcomes can affect the final analysis.
  + The duration of the crowdfunding campaign also affects the outcome.
  + How much awareness, did they boast their crowdfunding campaign using online advertising.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + The countries vs no. backers. This will help if we have funds to boost the campaign.
  + No. of days for the campaign vs No. pledges this will show if its better to increase or reduce the time frame for the crowd funding campaign.