

**BOOTCAMP DATA ANALYSIS**

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**CHALLENGE MODULE1**

**WRITTEN REPORT**

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

* In the first pivot table we can observe that more than 50% of all campaigns were successful, sticking out categories like: film & video, music and theater, like 30% of them were failed, less than 10% were canceled and less than 5% are live. So, we can say that the crowdfunding in the majority the campaigns were successful.
* In the second pivot table we can observe sub-category, but in difference with the first one, that has 3 categories sticking out, in this the sub-category “Plays” stands out from the others one, and in the stacked-column is very visible immediately.
* In the third pivot table we are analyzing campaigns by date created, in this table we can observe that the campaigns have a similar behavior almost all the months, the number of successful, failed, canceled and live campaigns are similar in all the months.

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

Some of the limitations that we can have on the first and second pivot table is that in this case we don’t know the date of creation, we can only visualize which campaigns are more successful than other in category and subcategory, and we don’t use percentages in the stacked-columns that is something that we can visualize easier and quicklier. In the third one we have the dates, but I think the table needs more information to see the whole picture.

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

* A pivot table with percent founded so we can visualize how many campaigns achieve their goal and the percentage they achieve that goal.
* A pivot table with Categories and Sub-Categories, with the date created, so we can observe in which months some categories and Sub-Categories were more successful.
* A pivot table with the date ended
* A pivot table knowing how long did the campaign last, in order to see if this influences that some campaigns are more successful or failed.