Chibuzor Ejiaga

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Kickstarter

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. Conclusion #1: According to the data, crowdfunding projects have a 56.5% chance of success.
   2. Conclusion #2: In 2010, successful crowdfunding projects drastically increased from January at 4 to June at 10, then finished out the year at a lowering number than it began, 3.
   3. Conclusion #3: Goals between 5000 and 9999 have a 52.06349206% success rate.
2. What are some limitations of this dataset?
   1. Limitation #1: Projects can be labeled “Failed” by excel, but that does not necessarily mean that it was actually a failed project. For example, Jackson PLC’s goal was $101,000, but they received $87,676. Excel may display this as a failed project; however, in reality, that price may be all the company needs to move forward—a success.
   2. Limitation #2: This dataset, like many, only provides one with trends, which are retrospective, past-action data analyses. They provide indications, but are not reliable enough to forecast with, in order to make decisions in the future.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. I would create a Venn diagram with the successful and unsuccessful campaigns within each goal range for each sub-category. This would help to compare sub-categories to persuade more visually with the data.
   2. I would also create another pivot table using country and currency (with conversion to USD prior to entry). This would help determine the more lucrative sub-categories.