Priya Jain HW1 Word Doc

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?*

Based on the parent category statistics, the following three categories, out of nine analyzed, have the highest number of campaigns, totaling 697, each with success rates of over 50%: Music, Theater, and Film & Video - see tab “Pivot Table – Category”.

Within the Theater category, the Plays subcategory has the highest number of campaigns with a success rate of over 54%.

Journalism category with the fewest number of campaigns, 4, has the highest success rate of 100%. Games category has the highest failure rate of over 54%.

The summer months of June and July have the highest success rates at 63.95% and 62.37%, respectively.

Over 55% of campaigns have goals set between 1000 and 9999, with over 59% of those campaigns successful.

Overall, the US has the greatest number of campaigns, 763.

*What are some limitations of this dataset?*

Dataset is looking through old projects and may not be representative of current trends.

Dataset includes a limited number of sample projects, 1000, and may not be fully representative of overall trends. Limited number of countries are included as well.

Additional subcategories may be included in parent categories not included in the dataset.

Backer count data may not be complete in that not all backers may have been included in the dataset.

Currency dataset does not seem to account for exchange rate variations.

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

Average Donation By Country (See Next Page)

Graphical user interface, application, table, Excel

Description automatically generated

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Average donation by country provides value in that it shows that not only does the US have the greatest number of campaigns, but that they have the highest canceled or failure rate, of over 40%, as a percentage of total average donation than any other country included in the dataset – perhaps the US backers need to reevaluate how they determine campaign donations?