Crowdfunding Assignment

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

1) Campaigns with higher goals may face challenges in reaching their targets, potentially impacting their overall success in receiving the funds they need.
2) The success rate of crowdfunding campaigns varies, suggesting the importance of effective campaign strategies, product quality, and market demand in achieving fundraising goals.
3) More people supporting a campaign can mean more success, showing that the engagement of the backers plays a critical role in crowdfunding success. Understanding and leveraging backer engagement can enhance fundraising efforts.

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

Outcome Measures: The "outcome" field indicates whether a project was successful or not, but it's not clear how success is defined. Ambiguity in outcome measures could affect the interpretation of success rates or predictors of project success.

Sampling Bias: If the dataset is a sample rather than a comprehensive collection of all projects, there may be biases in the selection process that could skew the analysis.

Quality of Data: The accuracy and reliability of the data may vary, which could introduce biases or errors in the analysis. For example, discrepancies in currency conversion rates, or missing values could affect the integrity of the dataset.

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

Time Series Analysis:
Funding Over Time: Plotting the amount pledged over time can reveal trends in crowdfunding activity, such as peak funding periods or seasonal variations**.**

Geographical Analysis:
Funding Distribution by Country: Creating a table or graph showing the distribution of funded projects by country can highlight geographic trends in crowdfunding popularity.

Campaign Duration Analysis:

Success Rate by Campaign Duration: Examining how the length of a crowdfunding campaign correlates with its success rate can inform best practices for campaign planning.

Module 1
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