**Challenge 1 – Report**

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

*Conclusion 1:*

Theater-themed project contributes a big portion of the crowdfunding projects. This suggest that a significant level of interest amongst participants in launching projects that are related to theater/play.

The success rate of theater-themed projects for all countries is around 54%, while the remaining 45% is consisted of both cancelled and failed projects. This could suggest that although there has been a strong of interests within participants in theater-themed project, it could be challenging to succeed as the fail rate is nearly high as its success rate.

*Conclusion 2:*

Technology-themed projects demonstrate a promising success rate of approximately 66.7%, accompanied by a 2% live project rate and a 31% fail rate, across all countries.

Based on the percent funded data, this type of project seems to attract more backers and a higher amount of pledged funds. This indicate that this type of project has potential for a higher success rate.

*Conclusion 3:*

Journalism-themed project has the lowest number of projects, only 4 successful projects and 0 cancelled, failed, and live projects. This suggests a lack of interest in this category compared to other project types in this dataset.

1. **What are some limitations of this dataset?**
2. *Time constraint / long term success*

Upon checking the project lunch year and deadline, the evaluation of project success is limited to less than 1 year. It suggests that this data or the evaluation of success only focuses on short-term or immediate success instead of evaluating it from a long-term perspective. This may cause bias as some projects might be overlooked as they take longer than 1 year to succeed, but due to this constraint, projects are tagged as failed.

1. *External factors*

External factors such as the economy, technology and society/culture trends could impact the data accuracy of this dataset as it contains projects from 2010 to 2020.

Technology has developed and became more advanced as opposed to 2010, projects may face more difficulties in technology earlier then. Economy changes could indirectly impact the amount of fundings available and the number of backers supporting projects, which could then have an impact on project success rates. The changing society and culture trends could bias as they have an impact on backer’s preference on him or her supporting a particular type of project at that time.

1. *Human error*

Information may be put in incorrectly by human while documenting the data, which can cause the data to be inaccurate.

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
2. *Pivot table of Parent Category by Outcome filtered by Year (Date Created Conversion)*

By filtering the table by project launch year, it allows to understand whether project launch year (time) has an impact on project outcome over the past 10 years. In specific, we could gain more insights on whether external factors such as technology, economy as well as society and culture trends may have affected the success of projects within this 10-year timeframe.

1. *Bar chart of Parent Category by Canceled Outcome filtered by Year (Date Created Conversion).*

This allows to determine project cancellation rates for each Parent Category, filtered by Year (Date Created Conversion) could help to identify potential trends impacting the project cancellation rate. This could also further help to understand difficulties or challenges participants face with their cancelled projects.

1. *Clustered bar chart of Parent Category by Failed and Successful Outcome filtered by Year (Date Created Conversion).*

Clustered bar provides a clear visual comparison between the number of successful and failed projects for each category on a yearly basis. The comparison helps to spot the successful and the difficult project categories over the 10-year period. Therefore, to further identify potential trend and allows backers to assess the project performance for each category for funding purpose.