* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. Based on the sample gathered from crowdfunding platforms like Kickstarter and Indiegogo, more than half of the participants in the Parent Category fall in 3 areas out of 9 total categories. Out of the 1000 projects collected, 17.8% were Film & Video, 17.5% were Music, and 34.4% were Theater.
  2. When comparing Data in the Sub-Category Sheet, “plays” has the highest success outcome of 33.1%, and “plays” also has the highest cancellation outcome of 40.4%. Out of the 1000 projects in the sample, “plays” is also the most common project: from famous creators to celebrities.
  3. When looking at Date-Created outcomes, Grand Total column, there isn’t a lot of variability between the months. With a range of 73-93, Maximum being 93 and minimum of 73, we can conclude that the median is 82.5.
* What are some limitations of this dataset?
  1. Sampling Bias- the main limitation of any data set. Bias can limit the ability to form accurate conclusions and formulate solutions. The background does not state where, how, or when the data was collected.
  2. Date Variability- The range in which projects were created varies and does not include extraneous variables that could occur during the time the data was collected.
  3. Outliers- Skew data sets as they fall outside the range of standard deviation. For example, projects listed as “live” could potentially be outliers considering we don’t know what their outcome will be.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  1. Box plot- will visualize the spread of data between Date Created and Date Ended conversions that would help identify outliers.
  2. Scatter Plot- This graph is used to identify and provide relationships between variables in a data set and could be used to identify relationships between goals/pledged and countries.
  3. Pie Chart- can be used to represent the percentages of success, failed, live, and cancelled between all of the Parent Categories, Sub-categories, and Date Created and Ended Conversion with respect to specific year.