Analysis

organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

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

Primary KPIs

* Campaigns
* Backers
* Goal Outcome (successful, Failure, Canceled, live)

This data analysis report shows a perfect overview of analytics metrics. It quickly shows the Goal and the outcome of the campaigns in parent category and subcategory and outcome with the months, available funds, average donation, percentages of successful, failure, live and cancelled outcomes.

They have a higher success rate in the projects and mostly got higher funds in theaters, music and film and video. And lowest in journalism, photography and food.

Based on this info, company can quickly grasp into their analytics and conclude whether to make changes to their strategy or make an additional decision for a specific campaign.

Limitations of the dataset and suggestions for additional tables of graph

Limitations for this dataset may include limited sample size of projects as only 1000 sample projects are given.

There might be missing data for years as each year showing few projects.

We can use scatter plot chart to further analyze the data as it helps to identify positive or negative relationship between two variables. For example, we can check campaigns by each month or each year and can see the outcome for each projects.