

Written Report

Introduction

The data provided in the "Crowdfunding" tab of the Excel file contains information on various crowdfunding campaigns. The analysis aims to draw three key conclusions from the data, identify the dataset's limitations, and suggest additional tables or graphs to enhance the analysis.

Conclusions from the Data

1. Success Rate of Campaigns:

- The data indicates a varied success rate among the crowdfunding campaigns. By analyzing the "outcome" column, we can determine the proportion of successful, failed, or canceled campaigns. It helps understand the overall effectiveness of crowdfunding as a funding method for these projects.

2. Impact of Goal Amount on Success:

- Analyzing the relationship between the goal amount and the campaign outcome reveals that campaigns with lower funding goals have higher success rates. Setting realistic and achievable funding goals increases the likelihood of a campaign's success.

3. Backer Engagement:

- The number of backers significantly influences the success of a campaign. Campaigns with more backers achieve their funding goals more often than those with fewer backers. Highlights the importance of engaging and expanding the backer community to ensure the success of crowdfunding campaigns.

Limitations of the Dataset

1. Incomplete Data:

- The data set appears to be very small, which can skew the reliability of the findings.

2. Lack of Temporal Data:

- The dataset does not provide information on what happened during the campaigns or specific dates for the post-launch launch, only before the end of the campaigns. Temporal data would help analyze trends over time and the impact of campaign duration on success rates.

3. Categorical Data:

- The dataset needs to include detailed, definite information about the types of projects. More granular categories could provide insights into which types of projects are more likely to succeed or fail.

Suggestions for Additional Tables or Graphs

1. Backer Distribution:

- Generate a histogram or box plot showing the distribution of the number of backers across all campaigns. It would highlight the typical ranges for backer counts and identify any outliers.

2. Outcome vs. Funding Amount Scatter Plot:

- Plot a scatter graph with the funding amount on the x-axis and the outcome on the y-axis. It would provide a visual representation of how the amount pledged correlates with the success or failure of campaigns.
- Detailed data on the amount requested per pledge and the levels offered provided an exciting correlation regarding the project's validity based on the rewards offered.

Conclusion

The analysis of the crowdfunding data provides valuable insights into the factors influencing campaign success. While the current dataset offers a good starting point, addressing the limitations and incorporating additional tables or graphs would enhance the comprehensiveness and accuracy of the analysis. These improvements would facilitate better decision-making for future crowdfunding campaigns.