**TUAN MINH BUI**

*University of Toronto – Data Analytics Bootcamp*

**Module 1 Challenge: Crowdfunding**

*Saturday, December 24, 2022*

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

*Attached are two new pivot tables and charts that I created based on two old one to see more easily the data set.*

Chart, bar chart

Description automatically generated

According to this pivot table and chart, we can see that Journalism has 100% success rate in campaigns, while all other categories have not too different success percentages, ranging from 67% to 44% and lowest rate is of the Games.

A picture containing chart

Description automatically generated

Going into the categories, we can see that audio is the best way with a success rate of up to 100%, Although music in general only has a success rate of 57%, the world music category has a 100% success rate, while indie rock has only a 51% success rate.

Both parts of the Technology category, Wearables and Web, have quite high success rates of 62% and 71% respectively.

Film & Video has an almost equal success rate in almost all categories, however in the Science Fiction category we can clearly see that it has a much lower success rate, only 36 %

Understandably, Games is at the bottom since both categories Video Games and Mobile Games have low success rates of 49% and 31% respectively.

**2,What are some limitations of this dataset?**

* You run the risk of giving consumers and rivals access to information and conclusions you make and pass along to others. As a result, there are now more restrictions since data must have more levels of protection, which brings us to the transferability of data.
* For a number of categories and subcategories, there are various outliers in the financing objective and target amounts of money. Even if each campaign has a brief description, it would be beneficial to include more specific information on what each Kickstarter aims to achieve (in terms of actionable items). Campaigns with ambitious/expensive aims and campaigns with modest/cheap goals might not be worthwhile to include in the same research.

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

* Graphs and displays that dissect each category into its particular subcategories to reveal the factors that contribute to the success of various organizational styles. Given that certain categories are rather wide, it's possible that several subcategories under each category have funding targets, average donations, Kickstarter deadlines, and occur at various times that are very distinct from one another (years and seasons). We might better grasp the data if we divided each category into its subcategories.
* Tables comparing the most successful and least successful categories and subcategories, together with comprehensive information on the degree of success of each category and subclass.
* Charts displaying the typical campaign durations (how long it takes businesses or organizations to finish their Kickstarter projects) for the most and least successful categories of initiatives (perhaps having more time to achieve funding targets would lead to greater rates of success).