TCC – Data Visualization: Cohort2

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CHALLENGE #1: Crowd Funding Q&A

* Create a report in Microsoft Word, and answer the following questions:
  + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
    - The most successful campaigns occurred when the Goal were under $10,000. Possibly because donors perceived the goal was attainable or that campaigners required less to be successful.
    - The most successful campaigns occurred during the summer months, June and July.
    - There were more successful campaigns than failed campaigns and very few made it to live status. If Live status was the next stage a campaign moved to after achieving a successful funding.
  + What are some limitations of this dataset?
    - The actual data is stale, three years.
    - It uses funding as a determinate of success/failure. There’s no data beyond funding to help us know if the campaigns delivered on idea, product, etc.
    - What made a campaign a success/failure as a predetermined percentage wasn’t provided.
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
    - Creating a pivot chart of outcomes by currency to determine if a currency factored in the successfulness/failure of a campaign.
    - It would be interesting to know if Staff members were able to pick campaign winners or losers (which were successes or failures)