Homework-#1 Crownfunding

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

Chart, bar chart

Description automatically generated

As you can the chart above, successful is higher than others. If we don’t focus on category. In general, Successful has the largest percentage in outcome.

Chart, line chart

Description automatically generated

In those ranges, Percentage Canceled is low all the time. somehow, Range 1500 to 19999 and Range 2000 to 2499 have higher percentage successful. When Percentage Failed is low, which cause percentage successful is higher. In other round, when Percentage Failed is higher, it will cause percentage successful is lower.

Chart, line chart

Description automatically generated

Cancel times are stable in the entire year, July has higher successful rate, somehow, number of failed is the lowest in September, somehow, the number of successful on September doesn’t jump high.

* What are some limitations of this dataset?

The limitation of this dataset is no metrics that describe the success on each category, the data in each category/ industry are limited. Even though it would reflect number of successful, number of failed, number of canceled, 1000 samples are not enough for illustrate too much. I strongly suggest the company extend time length and explore categories/industries. More data the company used; the analysis result will be close the fact.

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

1. Use Table and exclude significant funding goal outlier.
2. We should use Median, Mean, Variance and Standard deviation on Lived Campaign, Canceled Campaign, then, create a chart include regression lines for Lived, Canceled, Successful and Failed.
3. Create a table, which shows the most successful categories VS the most unsuccessful categories.