# Module 1 Challenge

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

1. “Theater-plays” appears to be the most popular and most successful crowdfunding category/sub-category by a significant margin.
2. June and July seem to be optimal months for successful crowdfunding campaigns.
3. Goals in the 1000 to 4999 range have the highest success rate relative to its total number of projects. It has the third largest total number of projects (231) with an 83% success rate. This may indicate that projects in this goal range are more likely to succeed.

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

1. Possible location bias. 700+ of the 1000 sampled campaigns are located in the US versus other countries listed in the data. Could this possibly influence data?
2. Sample sizes of different parent categories are skewing results. Theater projects totaled 344. The next largest category size is film & video with a grand total of 178. Most categories have less than 100 projects in total. The technology category has the highest percentage of successful projects (64 successes out of 96 projects). But is this significant? It’s hard to say.
3. There may be other variables that contribute to the success rate of crowdfunding campaigns that are not included in this dataset, such as: whether a campaign offers rewards to contributors, the number of rewards, etc.

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

1. A line graph that compares months vs parent category, with Outcome filtered to success. This may show which categories are more successful at different points throughout the year; for example, which categories contribute the most to the spike in successful projects in the months of June and July.
2. A table that shows the average of Percent Funded and Parent Categories for Successful Outcome projects. This could demonstrate which kinds of projects receive the most cash contributions on average.