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Module 1 Challenge

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + One conclusion we can draw from our tables created is that film & video, music, and theater campaigns tend to accumulate more campaign events in comparison to any other parent category. This could be due to their nature of entertainment for longer periods of time in comparison to something like journalism, which could be a two-minute read, or photography which could only hold the viewer for a minute or two.
  + Another conclusion we can draw from our tables is that while theatrical plays look impressive when referencing their success rate and quantity of events held, they have quite a bit of failed campaigns as well. While some may look at this graph in the spreadsheet named PivotTable2 and see the large quantity that plays accumulate in campaigns, one also needs to take into consideration the large quantity of possible failed campaigns through theatrical performances.
  + Lastly, we can see from our spreadsheet named PivotTable3 that there tended to be a spike in successes within the months of June and July. This could be due to the warmer weather, thus allowing more performances such as music festivals and outdoor plays continue longer than in the winter months.
* What are some limitations of this dataset?
  + One limitation would be the fact that the information gathered is very global. While having information from different countries such as Great Britian and Australia can be interesting and we can still conclude some trends using all countries, if we specify a country and break this information into states, I think we could come to a better conclusion on how these categories actually affect areas relative to the other. While we saw that plays and theatrical performances increased in June and July, we should also understand that each of these locations geographically will have different weather, which then will affect out dataset.
  + Another limitation is the broad spectrum of goals throughout each company. Companies that are just starting out have a higher probability of failure in comparison to those companies with many years of growth under them. If we were given information which contained businesses which were created within a 3-year period, we may see less failures within our results.
  + Another limitation observed is the absence of campaign details. While we do have the success rate of the campaigns, goals of the campaigns, and the amount pledged by backers, we are missing important information regarding financing targets for each company or campaign duration.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Similar to that of out pivot table accomplished throughout this exercise, a **line graph** which takes into consideration each separate outcome category (such as month or day) would provide additional trending information which would shine light on the successfulness or failure of each campaign. **A whisker or box plot would also work to display this data.**
  + **Another use for a line graph** would be by further analyzing the monthly (or yearly) trends within a specific country. Because our data set has a wide geographic region, we can potentially break down this information and discover trends within certain countries rather than the outcome as a whole. This is important, as each country celebrates different holidays, has different weather patterns, and also houses people with different interests and passions.