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Module 1 Challenge

**Crowdfunding**

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

-Crowdfunding created in July seems to have the highest number of successes, but the highest percentage of success is in June. Those started in August are most likely to fail or be canceled.

-Journalism has the highest percentage successful campaigns, but also the fewest (100% of 4). Theater has the highest raw number of successes, but has the 3rd lowest success rate.

-The bulk of crowdfunding projects have a goal amount $9,999 or less, with a 64% success rate. The goals in the middle ($15,000 to $34,999) are most likely to be funded, although the majority of campaigns ask for less than $9,999 or more than $50,000.

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

-We don’t know if the projects themselves succeeded, whether they met funding goals or not. We also don’t know where projects started (for instance, how much they had already spent on prototypes or advertising).

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

-A sheet that looks at the average time it takes to fulfill a goal, see how successful a campaign is based on time.

- A sheet that shows which country has the most campaigns, showing which countries are most active in creating campaigns and participating.