Module 1 Challenge: Crowdfunding Campaigns

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

The success of crowdfunding campaigning is largely variable and dependent on those who pledge and the popularity of the project funded.

Based on this data, more crowdfunding campaigns are successful than not.

Crowdfunding campaigns for show business related projects are the most successful in relation to other projects.

1. What are some limitations of this dataset?

There is no data provided on which projects bring in the most money after being launched, which could affect the success of the campaign by giving incentive to pledge

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

A bar graph displaying the Percent Funded can show how successful a campaign was, as some campaigns went high above their goal amount, and some had as low as 0% percent success. A chart showing the outcome of campain by parent category and by country could be helpful to determine the popularity of projects according to geographical location and based on this information the campaign can set up the goals for better success rate.