Module 1 Challenge: Microsoft Report

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

One conclusion we can draw from the data is that crowdfunding campaigns are generally successful. The data showed more successful campaigns than failed ones across all of the data.

A second conclusion we can draw is that people tend to support art campaigns over other campaigns. The data showed the most crowdfunding campaigns occurred in the film/video, music, and theatre categories while the other categories saw significantly less.

A final conclusion we can draw is that crowdfunding campaigns are more popular in the United States than anywhere else. Over 75% of the campaigns were held in the United States.

* What are some limitations of this dataset?

The data limits us to only being able to see the final outcome of the campaigns and not the data that happens in the middle. We cannot see the amounts that each person contributed to the campaign, nor can we see when it was contributed. The data is great for determining what kind of crowdfunding is successful, but not really why it is successful. We cannot determine why more campaigns were successful in certain categories, only that they were.

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

Another chart we could use is a pie chart of the number of backers compared to the parent categories. This way we could determine which categories are more favored by crowdfunding. We would be able to see the number of backers more easily for each category in an easy-to-read graph. We could filter the data by year to see which categories people were backing the most during specific time periods.