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Module 1 Challenge Report

Create a report in Microsoft Word, and answer the following questions:

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

1. Based off the first pivot table, the least populated parent category is journalism with 4. But all 4 journalism campaigns in the parent category were successful.
2. Based off the first pivot table, the most populated parent category is theater. Theater had the most total (344), successful (187), failed (132), and cancelled (23) campaigns in the parent category.
3. Based off the second pivot able, the most populated subcategory is plays. Plays had the most total (344), successful (187), failed (132), and cancelled (23) campaigns in the subcategory.

* What are some limitations of this dataset?

Some limitations of the dataset are there is no data about the creator besides name. Things such as experience and if the creator is a celebrity could affect the campaign. Secondly, the blurb is not sufficient to fully describe the complexity and appeal of the campaign. Lastly, there is no description of labels “staff\_pick” and “spotlight” and how they could be important to the data.

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

One table to suggest is a table analyzing currency or country. This could analyze if there is any impact on the success of a campaign based on the country of origin. A second table could display staff\_pick and spotlight together to see the effect of the success of a campaign. Lastly, another column can be created to create a binary variable if the creator is a company. This could be done by categorizing names that have “LLC”, “Inc”, “PLC”, “Group” etc. as a company and see how it affects a campaign in a table or graph.