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**Module 1 Challenge**

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. The parent category, theater, appears to have the highest frequency of outcomes. It has the highest amount of canceled, failed, and successful outcomes.
   2. The parent category, journalism, appears to have the lowest frequency. However, it only consists of successful outcomes. In comparison to other parent categories, journalism has the highest success rate.
   3. The month of July appears to have the highest frequency of successful outcomes, while the month of August has the lowest frequency of successful outcomes
2. What are some limitations of this dataset?
   1. “Spotlight” appears to be a limitation, but its impact is not quite defined in this data set. We don’t really know how having a spotlight to positively or negatively affect an outcome.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. Graph of “percent funded” by “sub-category”, and filter by “parent category” and “country”. This could provide not only which categories are successful, but which categories highly exceed expectation.
   2. Graph of “average donation” by “sub-category”, and filter by “parent category” and “country”. This could provide insight on the amount people are willing to donate for each sub-category and parent category. If it is possible to increase the frequency for categories that have higher paid donations, then successful outcomes will drastically increase.
   3. Analyze time frame for each category calculated from “date created” and “date ended”, then graph the average amount of outcomes within that timeframe. A theater campaign launched in July might appear to be more successful given the graphs we have created, but it’s possible that it was given a longer time frame compared to other categories.